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Catalogue No. 79 Season 1940-1941

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CAMELLIAS

Floral Gems from China



Camellia Lot 66, Variety C. M. HOVEY

'LONGVIEW' CRICHTON, ALA., U. S. A.

ROBT. O. RUBEL, Jr., Prop.

Camellia Specialist

CAMELLIAS

Floral Gems from China

It is difficult to write about Camellias, without using all our pet superlatives, for Camellias produce such magical, soul satisfying flowers. The exquisite colors and numerous forms of flowers, compel unquenchable "Ah!" "Oh!" "Ahs!"

Not even a master painter, can catch the elusive tints . . . brilliant colors . . . and wondrous sheen of these fascinating floral gems.

For sheer transcendent beauty, Camellias, in their numerous varieties represent the crowning glory of China's wealth of floriculture.

Fortunate indeed is the owner of a fine collection of Camellias.

These jewel-like winter flowers of eye-intriguing beauty, will bring you the greatest thrills and enjoyment. Mere words cannot possibly convey the deep and enduring satisfaction you experience, owning a collection of LONGVIEW Camellias.

And you don't have to be rich to enjoy growing LONGVIEW prize-winning Camellias.

Their ease of culture makes it a delight to own them.

A "cool" conservatory is ideal. Night temperature just above freezing in the winter months suits them best for maximum flower development.

As garden plants, in mild-wintered sections of the Atlantic, Gulf, and Pacific coast, Camellias thrive like natives, tolerating 10 degrees above zero, if grown in acid soil, under partial shade.

With the initial purchase of LONGVIEW Camellias, a hand-book on their culture is sent complimentary.

Camellias add to the joy of living

From coast to coast and far away lands, thousands of customers write, telling of the enduring satisfaction LONGVIEW Camellias have brought them.

Many of the self-styled Camellia "Authorities" who come to see these plants when in bloom at LONGVIEW, are bewildered and confused by the numerous varieties, forms,

and colors of what is perhaps the world's finest Camellia collection.

You too will treasure your LONGVIEW Camellias year after year, as long as you live.

Why not let LONGVIEW Camellias enliven your conservatory or garden, and bring new thrills to your life with their abundance of enchanting flowers.

Address all inquiries and orders to

"LONGVIEW" ROBT. O. RUBEL, Jr., Prop. CRICHTON, ALA.
Camellia Specialist

Capeville, Va., Sept. 5, 1940.

My LONGVIEW Camellias are the envy of all my neighbors, because they bloom so well.

Miss S. F.

Oklahoma City, Okla., Oct. 17, 1940.

I can't begin to tell you how much more I have enjoyed life since I had those Camellias from LONGVIEW.

Mrs. E. J. D.

Glendale, Calif., May 21, 1939.

Your Camellias are bringing added pleasures each season.

P. L. S.

*The Silk Hat
of the Floral Kingdom*



ALBA PLENA

Lot 6

ALBA PLENA was brought from China to England 148 years ago, by Capt. Connor of the Clipper Ship Carnatic East Indiaman.

For nearly a century and a half, this Camellia has remained the "SILK HAT" of winter floral beauty, and even today, ALBA PLENA flowers command \$6.00 to \$18.00 a dozen on the wholesale flower markets. Is it any wonder well budded plants command premium prices?

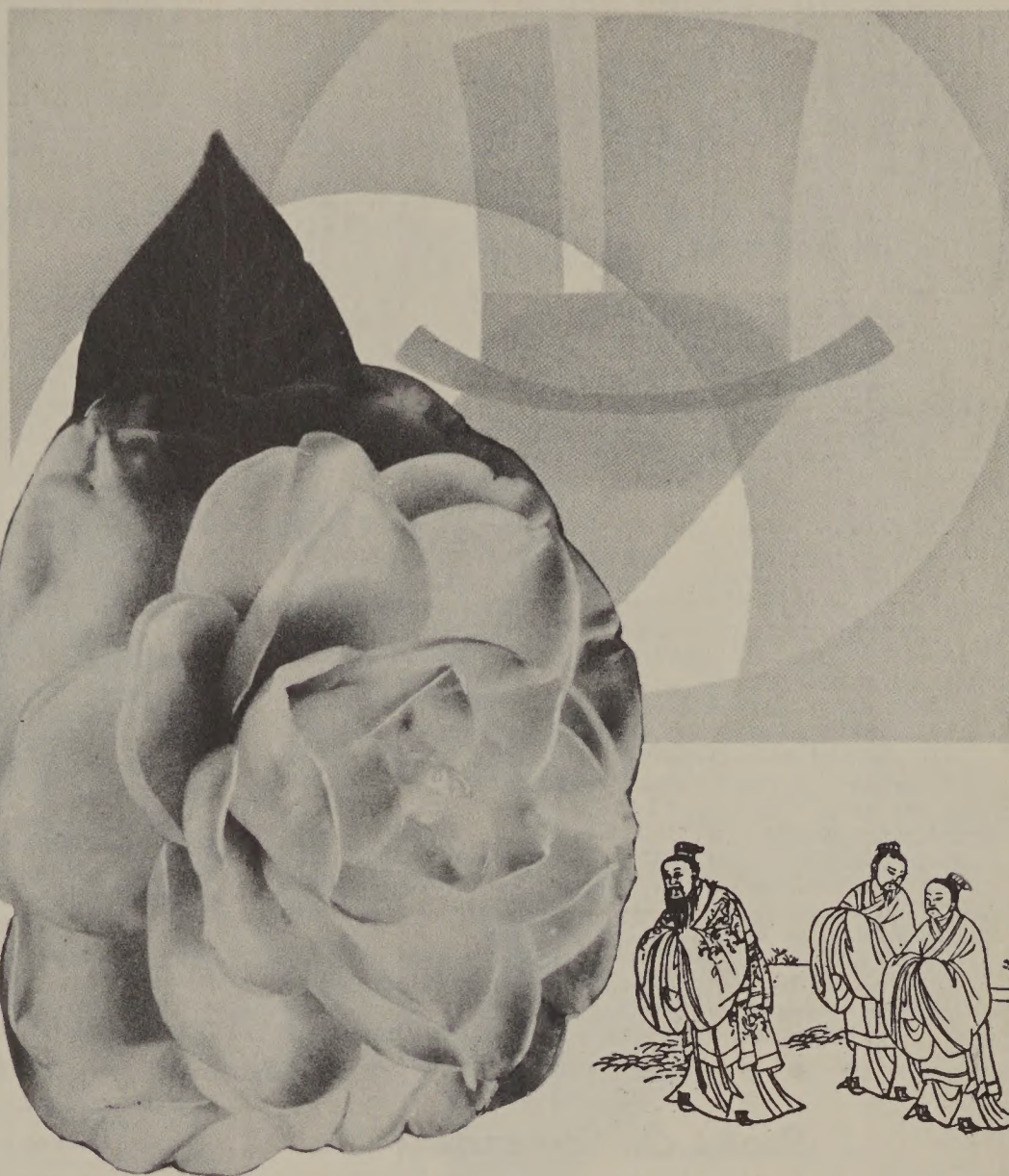
Chandler & Booth's Monograph on Camellias published 1831, says:

"It is one of the varieties most esteemed in China as well as in England."

The editor of the American Gardener's Magazine, February, 1835, issue, wrote after visiting the estate of J. P. Cushing, Esq., at Watertown, Mass.:

"We cannot in language do justice to the delicacy and loveliness of its snow-hued blossoms. The Red varieties may dazzle — the variegated excite astonishment—the Blush gratify our admiration—but the old double white (ALBA PLENA) alone maintains its richness and attraction, when all other varieties now existing shall become extinct."

At Whetstone, England, J. Sweet & Son, Ltd., own a 21½ foot ALBA PLENA, now 100 years old. Ten years ago it produced 42,000 blooms in one season, and on Easterday of that year they picked 720 blooms.



Two years ago, we supplied a 15 foot ALBA PLENA to a South Carolina party, which brought \$1,000.00.

In years past, we have always been able to dispose of our ALBA PLENA Camellias to the florist trade as soon as we could determine the number of available flower buds.

For 1940-41 season, all budded plants have been sold. We offer healthy, bushy stock, that should produce a good crop of flowers next season.

Except for the orchid, no other flower is so utterly artificial as an ALBA PLENA blossom. You have only to look at these waxen, glassy blossoms to know, or rather to imagine, that they are fabricated by man and not the product of nature. The most seemingly perfect rose, when examined carefully, has its faults, but an ALBA PLENA flower comes out of its cocoon like a die out of a stamping machine, and defies all criticism, either technical or esthetic. The geometrical formality . . . character of balance . . . and poise of this Camellia marks it as a glinting jewel . . . a symphony of beauty and symmetry.

ALBA PLENA flowers reach an ultimate of 4½ inches in diameter under greenhouse culture, blooming as early as September, and continuing to April and May, if one can manage to keep the plant "COOL" during the winter months.

New Orleans, La. Oct. 26-1939

The express-man arrived this morning with a "LONGVIEW" ALBA PLENA. As a symbol of perfection, was that perfectly exquisite flower which came thru perfectly.
E. R. B.

Greenville, S. C. Nov. 26-1940

The Alba Plena Camellias afford a tremendous amount of pleasure, ordered from you last fall.
R. A.

Macon, Ga. March 1-1938

Last year we received some ALBA PLENA Camellias from you. These plants have done so well, we would like to get an immediate shipment of some more.
I. N.

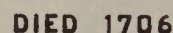
"I have a weakness. I am unluckily devoted to beauty."—Chinese proverb.

Annapolis, Md. Aug. 30-1936

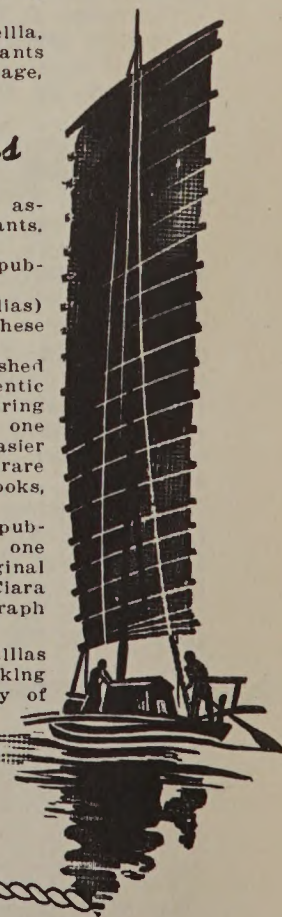
Both Camellias arrived in excellent condition and are splendid plants. My ALBA PLENA has been a source of great pleasure to us and blooms very well as a house plant.
Mrs. J. C. R.

New Orleans, La. Feb. 22-1938

The Camellias I have from you are doing beautifully, especially the ALBA PLENA which excels anything seen here. Dr. R.F.S.

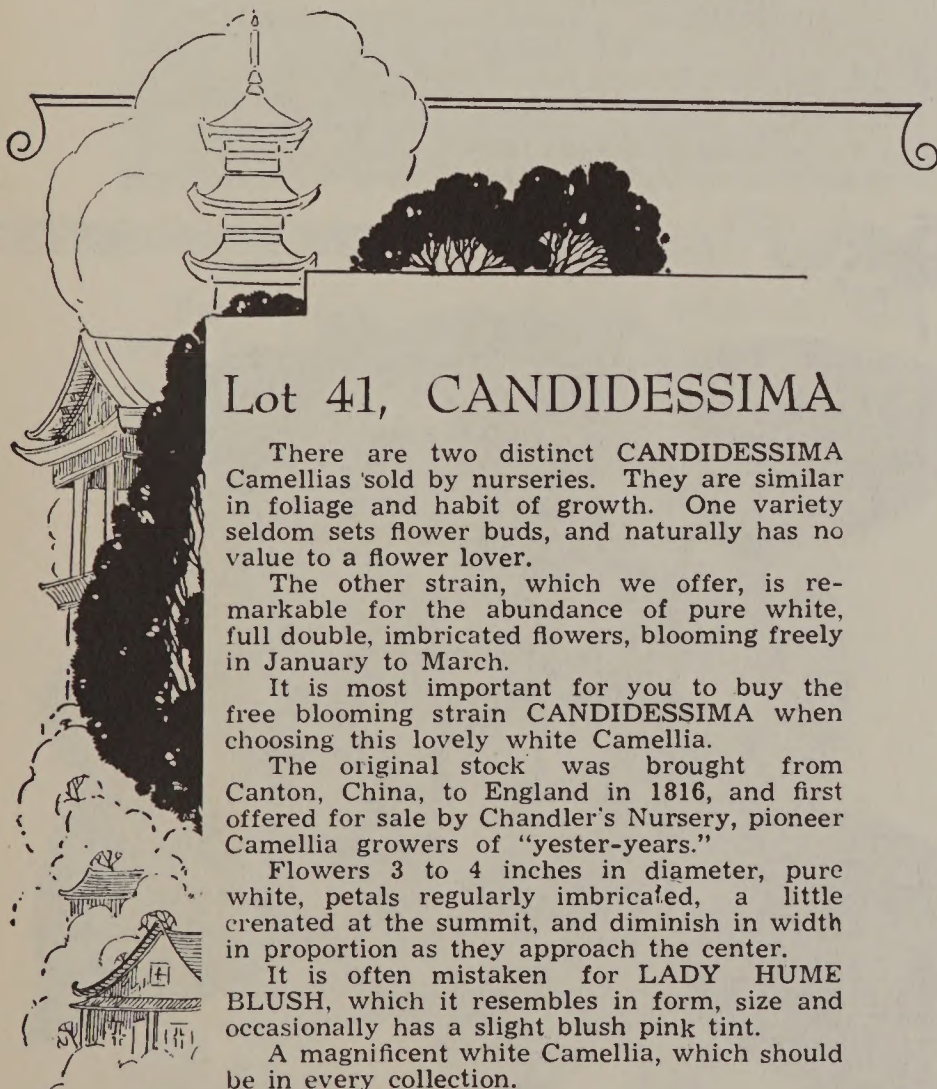


*For further information about Moravian faith, Society of Christians, see Encyclopedia Britannica, subject, MORAVIA.





Lot 41.... Candidissima.....



Lot 41, CANDIDESSIMA

There are two distinct CANDIDESSIMA Camellias sold by nurseries. They are similar in foliage and habit of growth. One variety seldom sets flower buds, and naturally has no value to a flower lover.

The other strain, which we offer, is remarkable for the abundance of pure white, full double, imbricated flowers, blooming freely in January to March.

It is most important for you to buy the free blooming strain CANDIDESSIMA when choosing this lovely white Camellia.

The original stock was brought from Canton, China, to England in 1816, and first offered for sale by Chandler's Nursery, pioneer Camellia growers of "yester-years."

Flowers 3 to 4 inches in diameter, pure white, petals regularly imbricated, a little crenated at the summit, and diminish in width in proportion as they approach the center.

It is often mistaken for LADY HUME BLUSH, which it resembles in form, size and occasionally has a slight blush pink tint.

A magnificent white Camellia, which should be in every collection.

Sewanee, Tenn. Nov. 22-1940

Received Camellia Lot 72 and was overjoyed to find several blooms and buds on the plant. It's a perfect beauty and I want to thank you for your selection.

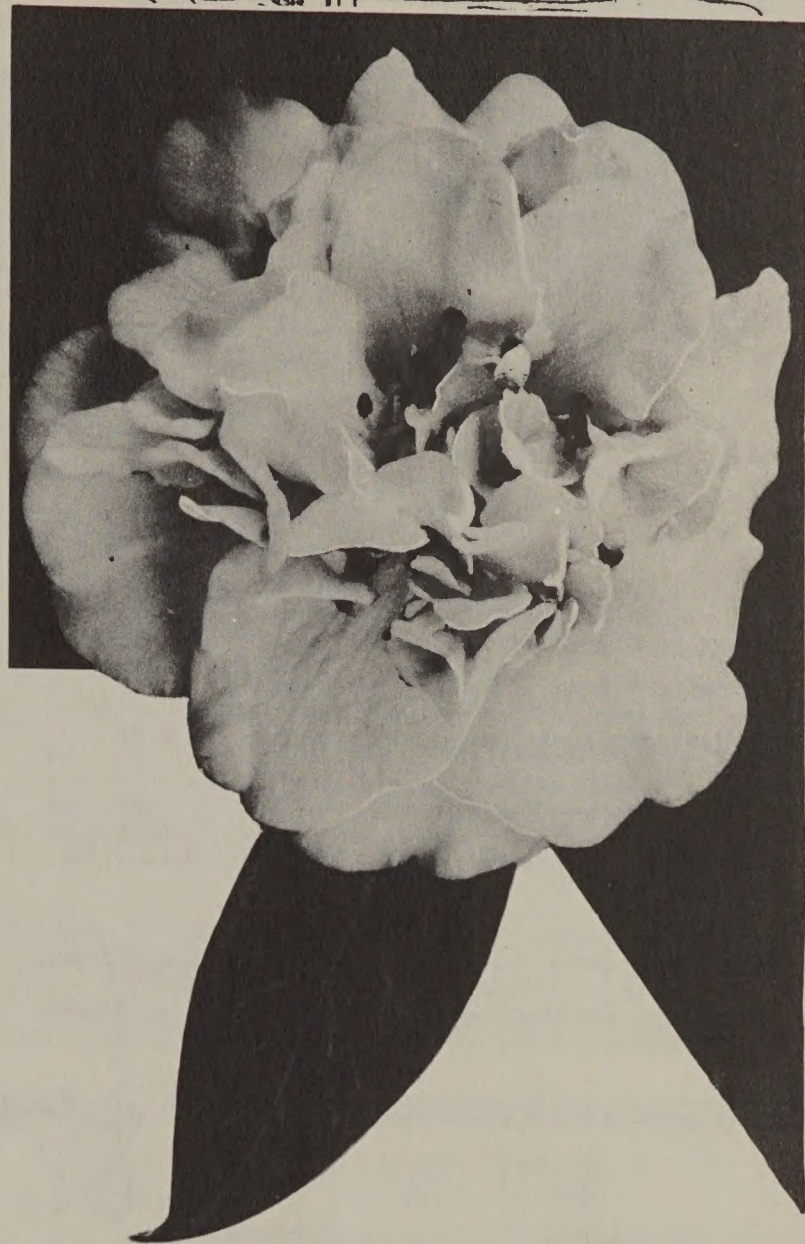
Mrs. W. E. J.

"The lust of the eye is for beauty."
—Chinese Proverb.

West Hartford, Conn. Jan. 18-1940

The splendid LONGVIEW Camellia NOBBLISSIMA arrived on a zero morning in perfect condition. Two blossoms were somewhat browned, but now, a week later, two others have taken their place, and there are a dozen more to follow. Thanks for your care with so small an order.

E. S. F.



Lot 72, NOBBLISSIMA

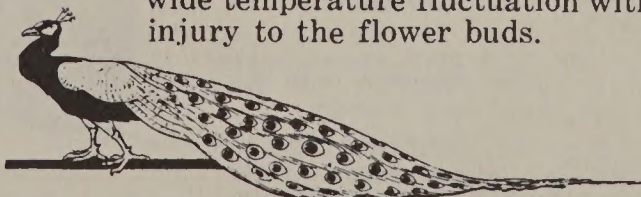
From Ghent, Belgium, this pure white, peony form Camellia was introduced to commerce in 1835.

Flowers 2½ to 3¼ inch diameter, with fully opened blossom showing golden anthered stamens among the petaloids.

Blooms freely in this latitude November through February.

One of the old, popular named varieties, positively identified as being true to name, produces flowers free from geometrical stiffness in form.

Whether grown under glass or in the outdoor garden in mild wintered sections, this fine old variety tolerates wide temperature fluctuation without injury to the flower buds.



"LONGVIEW" Robt. O. Rubel, Jr., CRICHTON, ALA.
Camellia Specialist

The Magic of Camellias

Camellias are magical plants. You will marvel at the brilliancy and purity of their colors. You'll revel in the exquisite and numerous forms of different varieties of flowers.

When you have grown a few of these floral gems from China, and feel the glorious sensation of their coming into bloom in your own greenhouse or garden, you will have attained new happiness in the fullest measure.

Camellias are available in such a diversity of varieties, forms, and color combinations, it would be a hopeless task to describe the many enchanting sorts.

The radiant colors of these gem-like flowers affect all individuals both physiologically and psychologically. The very sight of their exhilarating colors excite our emotional sensations.

It was Sherwood Anderson who said he liked women, color and good prose.



"I am fond of color, and that is why I like flower gardens and bowls of cut flowers.

"Today, I have a vase of tulips on my desk. I cut them yesterday. They are big blooms on long stems. Red, lavender, pink, yellow, purple, gray and brown.

"Occasionally, when I have been bitten by the desire to buy etchings and paintings for the walls of my house, I have resisted the impulse so that I might afford more flowers. Fresh flowers give me more pleasure than pictures.

"Pictures to me are something like books. I rarely read a book twice, and after I have studied and felt a picture I am no longer particularly interested in it. A garden changes every day, and every bowl of flowers is different."

Surely Mr. Anderson was not familiar with Camellias, or he would have mentioned them.

Colors, and especially when associated with the perfect formed flowers of Camellias, will make you happy . . . they will cheer you and have a brightening effect on all who are privileged to see their wide range of colors.

In many varieties, the color of these flowers change to lighter tints, or darker shades in various stages of development. In selecting Camellias for yourself or as a gift, your own good judgment dictates the wisdom of buying from a specialist.

At LONGVIEW, there's a wide range of choice . . . varieties from simple, singles to prim, mid-Victorian formal types. In fact, you will find no end of varieties, colors, color combinations, sizes and forms, in LONGVIEW pot grown Camellias. Whatever your choice may be, if your Camellias come from LONGVIEW, you can be sure of an investment in a lifetime pride of ownership.

LOT 79

Word description as well as the accompanying illustration is inadequate to convey the true perfection and gleaming elegance of this Camellia.

We located the parent plant in an abandoned rural garden about ten years ago. Two years later, we bought it for a South Carolina customer, propagating and growing a very few plants for seven years, before seeing the beauty of its flowers.

The buds unfolded for the first time, January 2nd-1940, revealing the unusual form and color markings.

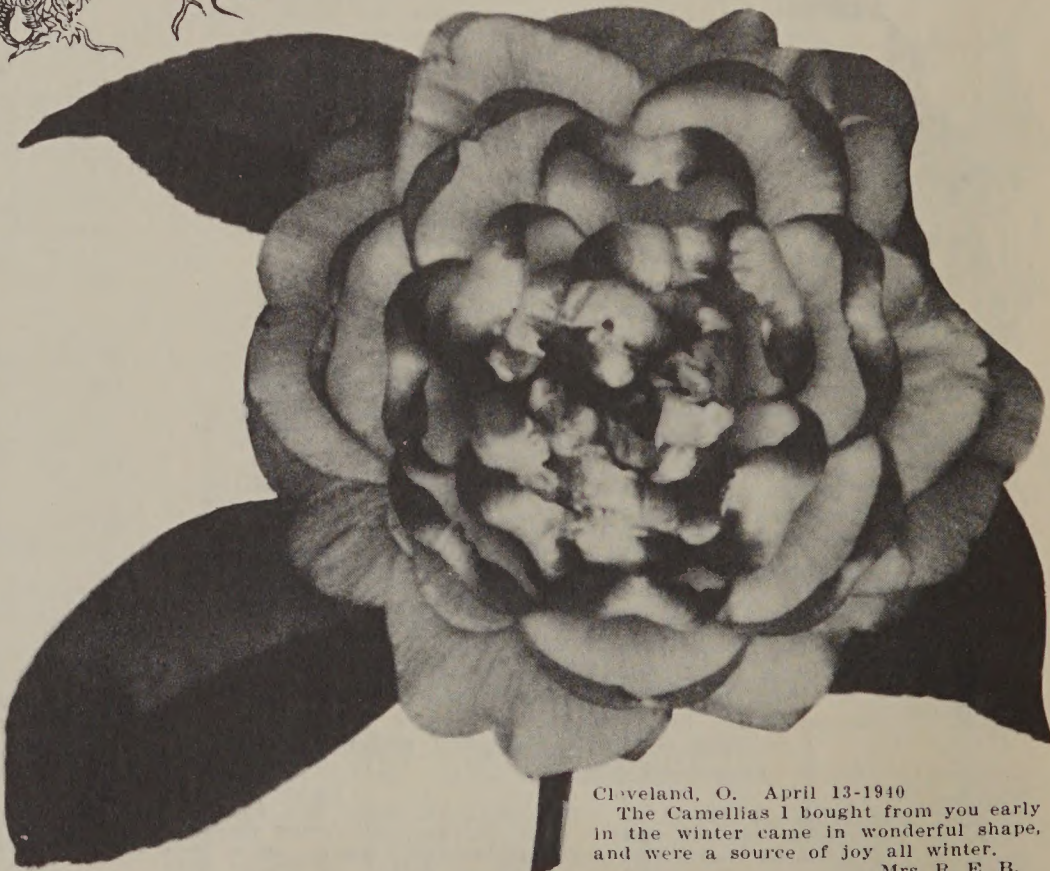
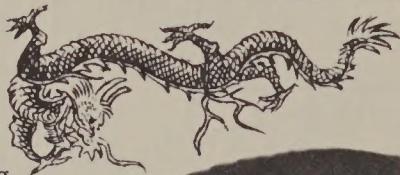
Grown last season in an unheated, shaded greenhouse, the flowers had lovely light pink petals, incurved at the outer circumference, and the tips shaded with dark pink. The contrast between the light pink petals and dark shaded tips, added to the harmonious color and formal character of this outstanding Camellia.

This variety set and produced a large number of flowers after the plants were seven years old. Plants we offer this season also have an abundance of flower buds at the time this catalogue was prepared.

Blossoms 3 to 3½ inches in diameter, of good keeping quality.

In years past, we have seen many varieties of Camellias, but none that compared with the chick and charm of this enchanting variety.

If you are a Camellia connoisseur, we are sure you will be enthused each season when this distinctive variety displays its floral beauty.



Cleveland, O. April 13-1940
The Camellias I bought from you early in the winter came in wonderful shape, and were a source of joy all winter.
Mrs. R. E. B.

Scarsdale, N. Y. Jan. 25-1939
I have several Camellias in my sun porch which have been a great pleasure and I should like to add to my collection.
Mrs. G. S.

Greenwood, S. C. March 11-1940
I received the Camellia and it is a beauty. It makes the rest of my Camellias sink into insignificance.
H. W. B.

LONGVIEW

CRICHTON, ALA.

ROBERT OWEN RUBEL, JR.



LOT 28, PINK PERFECTION

For sheer daintiness of color, perfection of form, the height of loveliness is reflected in the glorious wax-like flowers of PINK PERFECTION Camellias. You'll admire the delicate pink iridescence, simulating the radiant sheen of pearls.

While often sold under as many as six or eight specific variety names, in various nurseries of this country, PINK PERFECTION represents in name and in fact, nature's acme of perfection in floral beauty of color and form. Blooms freely October to March, and can be brought in to flower in September, under greenhouse culture.

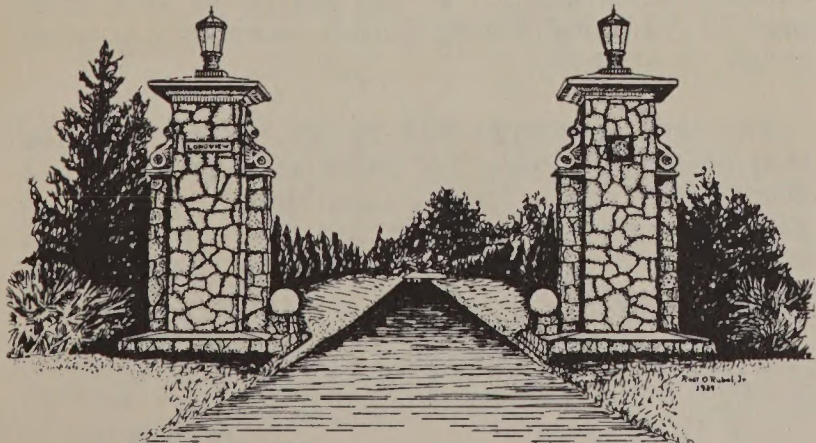
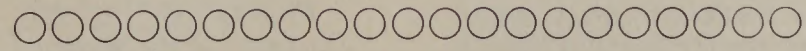
Blossoms 2½ to 3¼ inches across, with 130 petals, diminishing in size to the center.

As a flower for corsage or hair decoration, it is one of the most popular varieties in the florist trade. We have never been able to supply the demand for large size budded plants of this Camellia. For this reason, relatively small stock is offered.

If you grow four or five varieties of Camellias, PINK PERFECTION is one of the MUST HAVE in any fine collection. There's joy in growing this Camellia in your conservatory or garden, for the lovely flowers of delicate beauty.

Century, Fla.
I have two PINK PERFECTION Camellias and nothing I grow gives me such satisfaction. One reaps a generous reward for any effort spent in their culture.
Mr. A. L. W.

Woodlake, Nebr. 11-22-39
When I saw the PINK PERFECTION you sent me, I was thrilled and delighted. If you had sent me a bill for \$10.00 to \$25.00, I would not have been surprised considering what I received. And all about what one would pay for a corsage. M.McK.

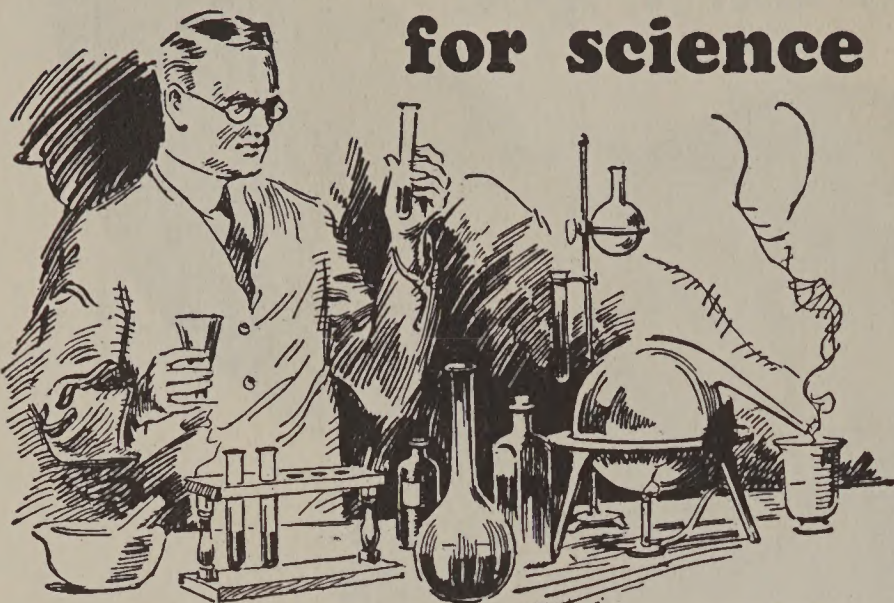


ENTRANCE TO LONGVIEW

If you plan to visit LONGVIEW, look for the brown sandstone gateway on the right hand side of highway, when driving out the Moffatt road from Mobile.

This is our main entrance, with 700 foot private asphalt driveway leading to the modest home, where America's finest Camellias are grown. A welcome is extended to out-of-state Camellia addicts.
No Business Transacted on Sundays.

There is no substitute for science



SOIL TESTING LABORATORY AT LONGVIEW

Science, which more and more rules the world and regulates our daily lives, reaches its climax in chemistry. It is said there are 1,600 industrial research laboratories in this country, not including the one at LONGVIEW.

While no new or startlingly scientific developments have come from our modest soil testing laboratory, the test tubes in this laboratory have been responsible for helping many of our customers to grow better Camellias. Just as success in big industries today, have been built on revelations of test tubes, the product of research laboratories, we too felt the need of a soil testing laboratory for our own benefit as well as our customers.

There are countless places in this country where natural soil and water used for irrigation proves more or less toxic for Camellias. A laboratory test is the quickest means of diagnosing toxic conditions of soil and water as well as plant food deficiencies.

The laboratory services at LONGVIEW are available only to buyers of LONGVIEW Camellias. A charge of \$3.00 per sample is made for a complete soil test, with report giving scientific recommendations for proper treatment.

While Camellias are very easy to grow and bring into flower, if one caters to their simple cultural needs, we know our laboratory has played a big part in helping us, and others, grow better Camellias.

"Blame yourself if you have no branches or leaves; don't accuse the sun of partiality."

—A bit of wisdom from the Ancient Chinese.

Northampton, Mass. 9-25-40

We followed your advice and the Camellias look the best ever and we are now picking about 25 flowers a day.

A. B. B.



LOT 23, VARIEGATED

For a full double, variegated flower of regal beauty, this variety will appeal to the most fastidious flower lover.

The precise arrangement of the petals, reflect the utmost dignity and atmosphere of refinement. The brilliancy of rose-pink with blotches and suffusion of white variegations, appeals to the lovers of floral beauty where character and geometrical formality is portrayed.

This free blooming, vigorous growing Camellia has not been identified by a variety name, although, old Camellia monographs illustrate and describe numerous similar varieties.

Flower 3 to 3½ inches in diameter, blooms January thru March. It has proved to be a most popular cut flower among florists catering to an ultra smart clientele.

You will be enraptured by the elegance and charm of these beautiful flowers. Their exotic beauty will add a note of sparkle to your winter garden or greenhouse, bringing you pleasures and enthusiastic appreciation during the drab winter months.

My Camellias have done exceptionally well, thanks to your instructions as to soil. It certainly gives one a great deal of satisfaction to know results can be had by application of scientific methods.

Dr. H. S. B.

If a family has an old person in it, it possesses a jewel.—Chinese proverb. If you have an old Camellia, you possess a jewel of floriculture.



LOT 1, SARAH FROST

The true SARAH FROST is a variety of real merit. Unfortunately, four, similar but inferior varieties are sold under this name, by Southern nurserymen.

If you buy one of the mis-named SARAH FROST Camellias, you are sure to be disappointed.

Originating as a seedling in Philadelphia, about 80 years ago, SARAH FROST was described April 1847 in The HORTICULTURIST & RURAL TASTE, Vol. 1, No. 10, Page 514 as growing in the greenhouse of M. P. Wilder, President Mass. Hort. Society, and said to be a fine, regular flower.

English commentators, usually more critical of anything originating in America, were most charitable in describing SARAH FROST.

Seventy-five years ago, The Florist & Pomologist, published in England, said in part about SARAH FROST:

"If symmetry of form be a merit in a Camellia, and that it is so we suppose few if any of our readers will question, then assuredly the variety we now illustrate must take a very high position amongst the multitudinous forms of this noble flower to be found in our gardens. It is said to be of American origin. Our attention was, however, called to it by Mr. Standish, of Ascot, by whom, we believe, it was purchased on the continent; and it has been exhibited by him in the competitions among Camellias at the spring shows of the Royal Horticultural Society, both in 1862 and 1863. If ever there was a case in which the use of compasses to describe the outline of a flower was permissible to a flower-painter, it must surely be in the case of this Camellia, whose entire conformation is so even and regular that it may be taken as a model of perfection in form. . . . The colour is one of those pale carmine roses which are not uncommon amongst Camellias; and there is in many petals an indication of a pallid stripe extending from the point downward. What, however, most attracts attention in this flower, is the perfect regularity with which the petals are disposed, and the circularity and evenness of outline which results therefrom; while its fullness secures a profile semi-spherical. It is, beyond this, a flower of good substance, and, therefore, one which retains both its form and colour for a long state of perfection."

Flowers 3 to 3½ inch in diameter, blooms freely 'Xmas thru February. A strong, vigorous grower, tolerating sub-freezing weather, in southern gardens, but attains perfection in blooms in a "cool" moist greenhouse.

LOT 16

"One generation plants Camellias which many future generations enjoy."
—Chinese Proverb.

There is character and charm that retains fastidiousness and Oriental elegance in this informal variety of Camellia. For the sake of accuracy, we do not offer it under a horticultural name. In fact, we have been unable to find an authority for the many names it is sold under, by various nurseries in the South.

For example, it is frequently offered as CHRISTMAS GLORY, ORIENTALA, ARAJISHI, HONNEUR de AMERIQUE, ROSE EMERY, (sometimes spelled ROSE EMRY), and lately we find several nurseries cataloging it as ROSE ENEMY. Perhaps they were thinking of wars to interpret these last three names, it appears to be a corruption of ROSE ANEMONE.

More than likely ANEMONEFLORA RUBRA was the name it was introduced to commerce, many years ago.

In CAMELLIA BRITTANICA, published 1825, Edward Buckingham in writing about Camellia names, said: "In giving each (Camellia) a distinctive appellation, I consider it an act of mercy to adopt such names as are easily pronounced." At that time less than thirty distinct varieties of Camellias were known, yet confusion in variety names existed.

In spite of these aliases, it is a unique variety. Individual flowers vary in form and structure, and even the color changes from deep crimson to rose pink, depending on the degree of acidity of soil in which the plant is grown and the amount of sunshine reaching the plant. Flowers 2½ to 3 inches in diameter.

The parent plant, grown outdoors in this county, blooms freely from Christmas, tolerating sub-freezing weather with little injury to the flower buds.

A desirable greenhouse or garden variety, producing an abundance of flowers suitable corsage or hair decoration.

Cuthbert, Ga.—"About six years ago, I bought eight small Camellias from you. They proved to be the finest varieties I have in my extensive collection. A Thomasville nurseryman recently offered me \$200.00 for these eight Camellias, which I refused."

Puyallup, Wash. April 6-1940

Camellias shipped me arrived in excellent condition. Many friends remarked about their good condition for having been shipped so far and for so little cost for express. I want to thank you for sending such fine plants. E. D. M.

"Longview" Crichton, Ala.

Robt. O. Rubel, Jr., Camellia Specialist

LOT 95

Your friends will linger to admire the sparkling beauty, and irresistible loveliness of this unnamed Camellia. The flowers bring new warmth, gaiety and color to your garden or conservatory.

While individual blossoms lack geometrical formality, the extreme ease of culture, freedom of florescence, under wide temperature variations, enables one to grow this Camellia in a cool room of the home, and have a wealth of Oriental red flowers from Christmas to March.

Plants of this variety have tolerated 10 degrees above zero, and flowered quite freely, afterwards. Blossoms $2\frac{3}{4}$ to $3\frac{1}{4}$ inches in diameter, produced in great profusion.

Natural habit of growth is more compact than any Camellia we know of. Makes wonderful globe-like, symmetrical specimens, adding dignity and formality to the landscape design of the garden.

For the formal garden, matched pairs of these Camellias, add an atmosphere of balanced formality . . . and a distinguished formal accent. Unlike most broad-leaf evergreens, this variety of Camellia will not need pruning, to give a note of architectural formality to your garden.

Used at either side of entrance gates, doorways, drives and locations where formal, compact, globe shaped evergreens with brilliant red flowers are desired, this Camellia will increase the dignity and allure of your garden.



"AT THE GARDEN GATE"

"I have a little garden plot
Inside a picket fence;
Within, the space is very small,
Without, it is immense."

"And yet this tiny little spot
That's mine, means more to me
Than all the rest of all the world
In its immensity."

Springdale, Conn. Feb. 19-1940

Your Lot 95 Camellia bought a year ago of your smallest size listed, now has exactly 17 flowers open and at least two dozen more buds. It has shown me what real beauty there is in it.

J. A. L.

"One joy scatters a hundred griefs."
Old Chinese Proverb. Longview Camellias
will bring many joys, and scatter thousands
of griefs for years to come.

Natchez, Miss. Oct. 6-1937

The Camellias I got from you in August are all doing fine and I now want a matched pair of Lot 95 to plant at the end of the garden walk.

M. R. B.

CAMELLIA

BLOOD OF CHINA

AMERICA'S MOST SPECTACULAR CAMELLIA

Camellia lovers who seek stimulating glamour . . . brilliancy in color . . . magnificent beauty, in size and form of flowers . . . BLOOD OF CHINA dynamically interprets its symbolic name . . . and deserves the place of honor in your greenhouse or garden, because of its vibrant beauty.

Like a Ruby, animated with reflected fire . . . the flowers of this Camellia scintillate with brilliancy and regal beauty which distinguished it as an extraordinary fine variety.

Higher in price, yes, but worth all its costs. Like a superb antique, it will remain your most treasured winter flowering plant . . . an heirloom . . . more to be desired than money or its accumulation.

Each winter season, its ever increasing crop of breath-taking salmon-red beautiful flowers, will bring you renewed joys and thrills, and this plant will be the envy of all who are privileged to see it.

In selling Camellias, it has always been our

policy to cite an authority for their correct horticultural variety names, if known, along with the history of their introduction.

In the case of this fascinating example, of the most sought for Camellia, we are not privileged to name it, according to ethics of horticultural procedure.

Since diligent search failed to reveal the true name, we have given it a temporary name. Quoting a verse sent by one of our correspondents:

"So that the world may not forget,
How blood is spilled from swords that glisten,
Swung by Japan's mad, murderous hordes,
I "BLOOD OF CHINA" do these christen."

This appropriate name, one symbolic of the wanton waste of innocent blood, of Chinese women and children, by the ruthless invasion of the Japanese military machine, rampant in the far east, has been accepted and approved by Camellia lovers throughout the United States.

WARNING

Letters from Camellia buyers have expressed disappointment in flowers on plants purchased as BLOOD OF CHINA or VICTOR EMMANUEL.

Several nurseries in the South have sold the common, locally named JARVIS RED, as BLOOD OF CHINA.

For your protection . . . a special embossed copper label is attached to each BLOOD OF CHINA plant . . . your guarantee of getting true to description stock. Look with suspicion on any Camellia offered as a BLOOD OF CHINA, unless this embossed copper label is attached with a flexible, seven strand, Monel metal cable.

Better still, avoid disappointment and send your order to
LONGVIEW

Anaheim, Calif.—May 16, 1940.

BLOOD OF CHINA Camellia arrived in fine condition. The splendid manner in which it was packed shows the personal care and interest seldom extended the buying public, a feature of which "LONGVIEW" certainly must be proud.

My Camellias are the envy and delight of all the neighborhood. F. H. M.

FREE! Just mail COUPON

Poplarville, Miss. April 10-39

You have no idea how happy the BLOOD OF CHINA Camellia makes me. I visit it daily and rejoice over every new leaf. It had two perfect blooms that attracted all the attention one's heart could wish. I was specially gratified at the nice large plant you sent me—it more than exceeded my expectations. M. S. L.

Chestnut Hill, Pa. Nov. 2-1939

We were delighted to get the BLOOD OF CHINA Camellia which arrived in beautiful condition. A. N. K.

Fayetteville, N. C. March 1-1939

BLOOD OF CHINA Camellia arrived in flawless condition. I am delighted with it. Several buds showing color. I have had fine success with all your Camellias. It is a thrill to receive Camellias from LONGVIEW. Mrs. W. H.

Orange Park, Fla.

I was delighted to find my BLOOD OF CHINA Camellia awaiting on my return south. It is such a nice shaped plant. M. J. M.

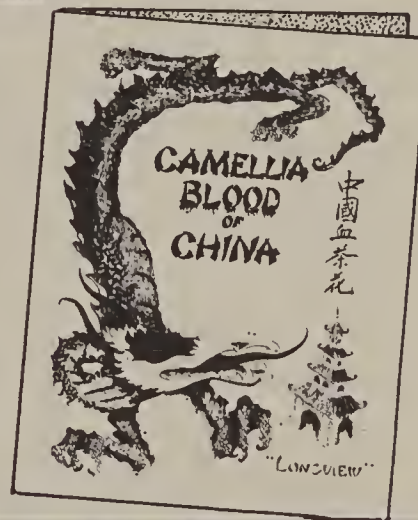
St. Francisville, La. July 31-1939

My BLOOD OF CHINA Camellia is growing beautifully—am very proud of it. Mrs. A. L. S.

Oviedo, Fla. Jan. 26-1939

BLOOD OF CHINA Camellia came thru without a scratch and in perfect condition. The first bloom in all its glory has burst forth. It is indeed a gorgeous sight and I will look forward to having the other buds open. Mrs. A. D. C.

Ask for Special Folder
Illustrating BLOOD OF
CHINA with a Full
Description.



MAIL COUPON NOW

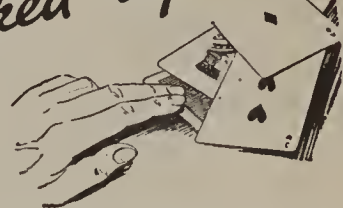
Mail BLOOD OF CHINA folder.
Attach coupon to postal or send by
first class mail.
Write name plainly, please

NAME.....CITY.....

ADDRESS.....STATE.....

When You Buy Named

Camellias *The Cards are stacked against you*



Don't misunderstand us. We believe most nurserymen are honest. It is not their intent to deceive. They simply have no reliable source of information whereby they can get out of the confusing labyrinth of fraudulent and contradictory names now applied to so many Camellias. They have no sources of authentic historical information on this interesting subject to guide them, nor can they prove the authenticity of these names.

When you study Camellia catalogues, don't be surprised to find two to ten different horticultural variety names applied to an individual plant.

Present day horticultural names of these plants are examples of Babylonian confusion, which nurserymen are doing very little to straighten out.

So, in buying Camellias here and there, you must be reconciled to the perplexing confusion of nomenclature of the named Camellias.

It seems each nurseryman has his own idea of what this or that variety should be called. More often, he buys these mis-named Camellias from a fellow nurseryman, who likewise has no authority for the accuracy of names the plants are sold by. So the following Chinese proverb aptly applies: "One man tells a falsehood, a hundred repeat it as true."

For this reason, Camellia names have become as intricate an art as the naming of Pullman cars, which means nothing at all, unless unimpeachable proof is supplied citing a recognized old time authority for their accuracy.

It is exasperating to learn after buying a number of different named Camellias from one or more nurseries, you are likely to find many duplicates in your collection, all bought under different names.

With such a staggering amount of ignorance concerning horticultural variety names of Camellias as now sold, we make no further attempt to tell you how to choose your plants, except to visit the nurseries while Camellias are in flower . . . select the individual variety of your choice . . . or, order by mail from a Camellia specialist.

The Camellias grown at LONGVIEW are sold only by Lot Numbers, and each plant can be identified in years to come, by the permanent embossed copper label attached with a flexible, seven strand Monel metal cable.

Isn't it logical to assume Camellias you buy from LONGVIEW will be more than satisfactory to you, since horticultural variety names are used only when we can cite an authority for same.

不聖默一弟顏聖
離人識言也子行
乎之心一凡聖顏
左行融動聖門隨
右止故往人之
焉多干往之高



CONFUCIUS SAID 551 B. C.

"In order to acquire truth, it is necessary to obtain a wide and extensive knowledge of what has been said and done in the world; critically to inquire into it; carefully to ponder over it; clearly to sift it; and earnestly to carry it out."

San Jose, Calif., 4-19-39

As time goes on and branches on my Camellias keep sporting other colors, I am more convinced that you have the better method in numbering, rather than naming the varieties.
L. R. C.

AN HONEST NURSERYMAN WROTE THIS:

Portland, Oregon, April 11-39

We have been growing Camellias for some thirty years and we are still guessing.
R. N.

Pass Christian, Miss., March, 1938

Out of my collection of Camellias, I found 29 duplicates under different names this year.
M. S. R.

LOT 54 MARQUISE D'EXETER

Authentic identification of Camellias under their horticultural variety names, is seldom found in catalogues of today. In offering MARQUISE D'EXETER as Lot 54, we are positive of supplying a true to name Camellia.

If you are fortunate enough to consult Verschaffelt Inconographie des Camellias, Vol. 2, of 1849, a beautiful colored plate with full description will be found of this variety. It is also illustrated and described in Berlese monograph of 1843.

Additional descriptions were often published in old horticultural books of yester-years, lauding the merits of this magnificent Camellia.

On two occasions in years past, we have sold our entire stock of this beautiful flowering variety to one large wholesale florist. He grows them for the profitable crop of corsage flowers which finds a ready market.

While the color and form of individual flowers are not always identical, each blossom has richness and purity of color, with eye intriguing beauty.

Flowers 3½ to 4 inches across, color varying from soft satiny salmon-pink, to shades of medium salmon-rose, occasionally marked with traces of white.

Blooms freely, on rather long stems, from middle of November to March.

Grown in a greenhouse or as a garden variety in mild climate sections, you will have flowers of captivating beauty, a variety worth adding to every fine collection of Camellias.

Norfolk, Va., March 5th-1937

I have several Camellias purchased from a nearby nursery and find them badly misnamed, though they came originally from a nursery that has connected with it one who has written a book on the subject. Have enjoyed your catalogues on Camellias as I feel that you are trying to be correct in your names.
E. A. L.

So few nurserymen know very much about Camellias, for as I go about, I find them selling the same plant under different names. I doubt that they are honest with themselves and their customers. They, like me, just don't know.

Mrs. J. G. M.

LOT 25, MATHOTIANA ALBA

In offering this Camellia as MATHOTIANA ALBA, it is only because most nurseries handling Camellias also recognize it by this name from coast to coast.

A few years ago, one local nursery sold it as ALBA PLENA, later changing the name to CANDIDESSIMA.

An importation from France, about 28 years ago was made of this variety under the name of BLOOD OF CHRIST. While on the Pacific Coast, it was once known as BUSCH white, or a name of similar spelling, because it grew in the garden of a family by that name.

European catalogues offering MATHOTIANA ALBA describe it as PURE WHITE, imbricated and full double.

This variety, while white, also has occasional penciling of pink, is imbricated, and may appear to the casual observer as being full double, but it has minute stamens in the center of each bud. Camellias having sexual organs can not be classed as full doubles.

There is an unmistakable air of distinction about this white Camellia.

Such exquisite beauty, wonderful form, compels unquenchable "Ah!", "Oh!", "Ah!" Truly a floral gem of frigid elegance.

This outstanding white flowering Camellia, having blossoms full four inches across, with luxuriant evergreen foliage, produces one or more flower buds on each terminal branch. Blooms naturally, outdoors in this latitude, January to May, and has flowered here as early as November. When grown as a garden plant, there is a possibility of many disappointments to one anticipating perfect development of flowers on small plants. Buds open best when shaded from sunshine, and with moderately cool winter weather.

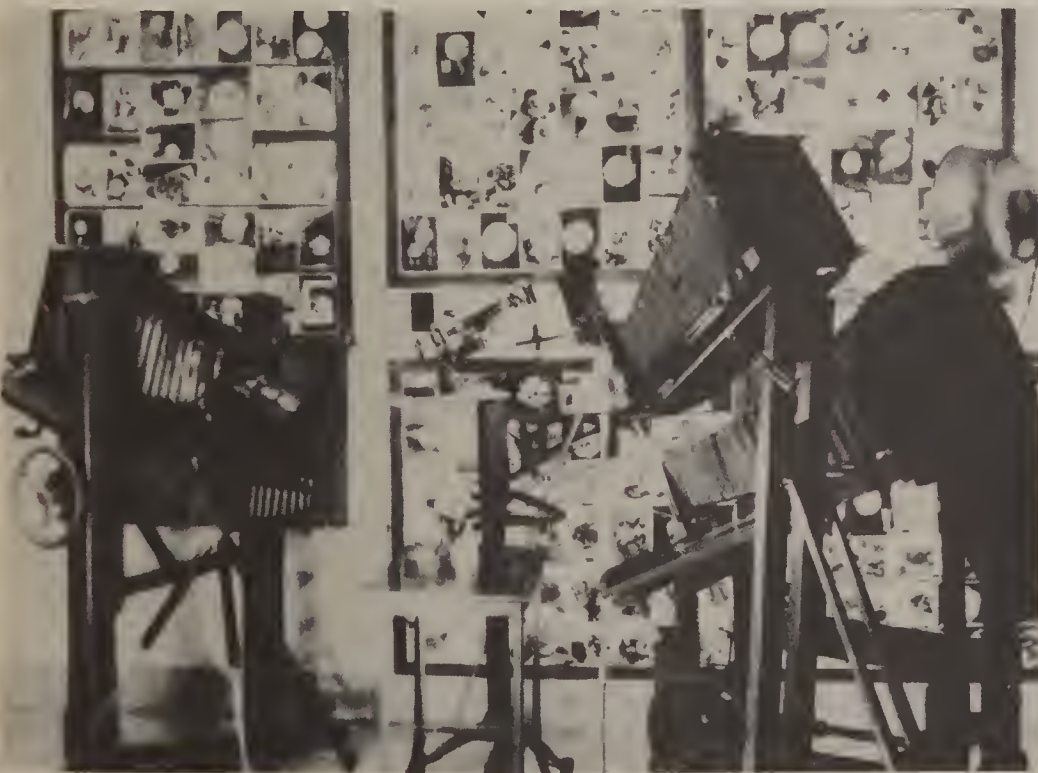
We have seen many fine flowers develop on old specimen plants at Bellingrath Gardens of this variety, in spite of numerous sub-freezes. This Camellia is an outstanding variety, recommended to be grown in a "COOL", moist, conservatory, if one wishes perfect flowers of breath-taking beauty.



Year after year, the florist trade has bought all of our Camellias of this variety as soon as they reached the age of commercial production of flowers. For this reason, only small plants are available, reasonably priced, but sizes you will have to grow on for several years before getting a bountiful crop of flowers.

The few dollars you invest in Camellias of this variety, will bring many thrills and enjoyment for years to come.

HELLO HOLLYWOOD, *Lights, Camera, Action*



Take a peep in to a corner of the photo studio at LONGVIEW. From August to May, the most interesting Camellia flowers are brought in from our slat sheds and greenhouses to be "mugged". Here's cameras for every sort of a picture, Miniature candids, Micro-photo setups, natural color cameras and studio cameras in sizes up to 8 x 10. In addition, we are equipped to make X-Ray transparencies.

Need we tell you of the hundreds of interesting photos of new varieties of Camellia flowers to be seen at LONGVIEW?

Heretofore, we have hesitated to talk very much about the quality of our plants. It would have been a little arrogant . . . a little ill-mannered. But now, we believe Camellia lovers who want to acquire rare and distinctive varieties, are ready to listen and learn more about new sorts you have always wanted.

LONGVIEW Camellias are recognized as the Blue-Bloods of floral aristocracy.

When you grow LONGVIEW Camellias, you'll never apologize for their lack of superb beauty, for LONGVIEW enjoys a priceless reputation and distinction of having the finest Camellias in America.

"One picture is worth ten thousand words"—Chinese Proverb.



If you wish to know the road ahead, inquire of those who traveled it.—Chinese proverb. If you wish to acquire the best Camellias, buy from a specialist.

Langdon Nurseries, established in Mobile county, 1853, briefly described in their large catalogue issued 1890-91 season, among the 39 varieties of Camellias: "WILLIAM PENN-Red, marbled white." Many of the finest Camellias grown in old gardens of this vicinity, came from the large and nationally known nursery during the long years of their existence.

Halliday's Practical Camellia Culture, published 1880, describes: "WILLIAM PENN, dark crimson."

With only the above two brief descriptions of this variety, how could one be certain if WILLIAM PENN was a peony, rose, imbricated, single or double form flower?

The parent plant from which we propagated our stock, we found growing about 30 miles from LONGVIEW.

A short time later, this plant was sold to Bellingrath Garden, where this large specimen is now known as WILLIAM PENN. We doubt the authenticity of this name. We rather believe the Camellia described by Langdon Nursery as "SERRATIFOLIA — Very dark crimson, spotted white," is probably the correct name.

This Camellia, occasionally produces the most unique serrated foliage of any of the hundreds of varieties grown at LONGVIEW.

Flowers, peony form, 3½ to 4 inches in diameter, with a multitude of petals, producing a semi-ball shape flower with the darkest blue-red, irregularly blotched with white.

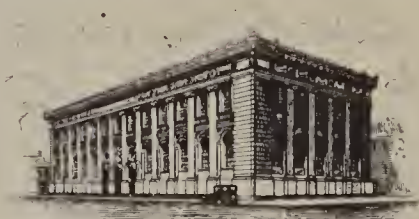
Whether either of these names is correct, it has distinctive, variegated flowers of unusual color, along with occasional serrated foliage, marking this as a rare Camellia of outstanding distinction.

No where in this country will you find specimen plants as old, as now available at LONGVIEW. We have never before offered this variety for sale in any of our numerous catalogues.

MASSACHUSETTS HORTICULTURAL SOCIETY

HORTICULTURAL HALL, 300 MASSACHUSETTS AVENUE

BOSTON, MASSACHUSETTS



In spite of its name, the Massachusetts Horticultural Society is not a local organization. It has members in many states all of whom receive the society's publication "Horticulture" twice each month and have the privilege of borrowing books from the library, the largest of its kind in America, wherever they may live. This society has over 7000 members and occupies an entire building in Boston. It maintains a staff of trained men and women who are ready at all times to answer questions on horticulture or allied subjects, this service being free. "Horticulture"

publishes lists of coming events throughout the country, together with reports of shows and meetings of particular importance. Visitors to Boston are welcome to make Horticultural Hall their headquarters and to consult with the members of the staff on any matter which may be of interest to them.

Membership in the Massachusetts Horticultural Society is three dollars a year. Subscription to "Horticulture" alone is one dollar a year.



The above advertisement has been published in appreciation of the many valuable services rendered by their librarian, for research work on Camellias, the loan of valuable books, and other helps gained through my membership in this worthwhile organization during the past 15 years.

Camellia customers from coast to coast who joined this organization on my recommendation, have written me letters expressing their thanks. If you are interested in horticulture, you'll never regret the small investment for annual dues.

ROBERT O. RUBEL, JR.

LOT 66 C. M. HOVEY

(*Genuine*)

*With authentic historical
data on its introduction*

*This photo made
Jan. 31, 1929
by Robert O. Rubel, Jr.*

If you tell the truth, you have infinite power supporting you; but if not, you have infinite power against you.—Chinese Gordon.

This true-to-name American seedling, originated at Boston more than 90 years ago.

Our stock was propagated from a specimen said to be 75 years old, and known, since its purchase, under the name of C. M. HOVEY.

After reading the early history, with description of the flower, you'll agree, the Camellia offered by most southern nurseries as C. M. HOVEY, or MAGNOLIA KING, is entirely different. For detailed description of the pseudo C. M. HOVEY, see Page 26, my Lot 160.

We are indebted to the Mass. Hort. Society for the following authentic history of its introduction:

In Mr. Haggerston's weekly report of February 2d, 1850, he described C. M. HOVEY from Hovey & Co., as:

"A seedling Camellia, very fine, form of flower rounding to the centre, and **FULL**; petals broad, smooth, and generally very perfect; color a bright crimson scarlet, much the shade of bractae of Poinsettia pulcherrima; size of flower large.

"This is decidedly the most showy seedling Camellia that has been exhibited; the color is new, beautiful and rich, foliage large, pointed, and acutely serrated." Signed by Joseph Breck, chairman.

Additional description of this variety was reported in the Mass. Hort. Soc. Transactions for 1853, also, *The Magazine of Horticulture*, V. 21, 1855, p. 37.

Report of the Committee on Flowers, awarding premiums for 1854.

This committee recommended the award of the Society's **LARGE GOLD MEDAL**, for the seedling C. M. HOVEY to be given Messrs. Hovey & Co.

Hovey & Co., descriptive catalogue for 1884 describes C. M. HOVEY. "Flowers very large, five inches in diameter; perfectly double to the center; color, rich crimson scarlet."

Lack of space prevented complete report of the above transcripts, but we should add the habit of growth:

"Very robust and vigorous, flowering freely." The elegance of perfection of this outstanding Camellia, with its rich and vivid color, justly deserves popularity among Camellia connoisseurs . . . a variety needed in every fine collection.

"What one hears is doubtful; what one sees with his own eyes is certain."
—Old Chinese Proverb

OUR THANKS TO

Sunset
MAGAZINE

The colored picture of C. M. HOVEY Camellia appearing on the cover page of this catalogue was graciously lent us by the publishers of *SUNSET*, The Pacific Monthly, 576 Sacramento St., San Francisco, Calif.

They used this splendid color cut on the cover of their January 1940 issue.

We read many magazines, but find *SUNSET* chucked full of interesting articles. We warn you in advance, you'll wish you lived on the West Coast if you read a few copies of their publication. Its popularity is evidenced by more than 200,000 subscribers on the Pacific coast.

Subscription rates in California, Washington, Arizona, Idaho, Nevada and Utah: \$1.00 for two years.

Elsewhere in U. S. and possessions, also to Canada and Mexico: \$1.00 per year.

All other foreign addresses: \$1.50 per year.

THE CAMELLIA HOBBY

hobby may keep one broke, but it will also keep one mentally alive.

It drains off dammed up energies which could not be released in the business world, stimulates one socially by contact with other enthusiasts and increases mental alertness as more and more fields of knowledge are involved."

The above bit of philosophy was written by Dr. Samuel N. Stevens, dean of the University College at Northwestern University.

Collecting and growing Camellias, represents one of most soul satisfying and delightful of hobbies.

A love for Camellia flowers is an innate quality of man. The sense of beauty is as vital to the complete existence of the individual and of the race as is the sense of justice.

Once the Camellia hobby "GETS" you, . . . you will be engarrisoned against ennui.

It has been said most Camellia collectors are "queer". But aren't we all? If you are enjoying the mental stimulus of growing and flowering Camellias as a hobby, you'll appreciate it as a real remedy for mental fog . . . a specific that is sure to keep you from being a patient in a psychiatric ward.

Centuries ago, the old Chinese philosopher, Chang Ch'ao, wrote:

"It is of essential importance for flowers to have butterflies, mountains to have springs, rocks to have moss, rivers and lakes to have water-cress, tall trees to have creepers, and for MEN TO HAVE HOBBIES."

Let the pursuit of the Camellia hobby bring you lasting joy . . . new thrills, and renewed enthusiasm every winter season, as each succeeding Camellia bud unfolds its petals and reveals their faultless beauty . . . purity and brilliancy of their radiant gem-like colors.

You will cherish your LONGVIEW Camellias, and each blooming season your enthusiasm for these colorful flowers adds a wealth of pleasure and yield returns in magnificent flowers out of all proportions to their cost.

Horticulture is, next to music, the most sensitive of the fine arts. Properly allied to Architecture, garden-making is as near as a man may get to the Divine functions.

—Maurice Hewlett.

No Colored Illustrations in this Catalogue

Many flower lovers ask why we do not use colored illustrations of Camellias in our catalogues.

In the pages of our modest catalogue on Camellias, no flashy colors have been used to influence you to buy. There's no wild statements, fraudulently or mis-named Camellias advertised. Just simple, truthful facts, telling about our pot grown Camellias, and the wealth of pleasure they will bring you..

Yes, a Camellia catalogue with all the flowers illustrated in colors, is what every Camellia collector hopes for.

But alas, with Camellias, color is an illusive and perishable thing, for Camellias are the most capricious of plants. Neither artist nor engraver can

adequately reproduce the sublime grandeur, exquisite beauty, with the rich brilliancy and purity of variable colors in these flowers. The color of Camellia flowers is so elusive . . . yet so alluring, because nature in its secret conspiracy often produces as many as seven distinct color combinations in blooms on a single plant.

One can never be certain about some Camellia plants producing red flowers one season, and just as likely have white and red variegated blossoms, or perhaps solid pink flowers the following seasons. Camellias are a heritage from China, to lovers of Oriental floral beauty.

Just as China, mysterious and aloof,

We've heard it said:
"Hobbies wash away from the soul the dust of everyday life."

Even the great philosopher CONFUCIUS said:

"I cannot rank with an old gardener."

Many a rich man longs for the time he can retire just to grow Camellias.

"Gardening has already been called our national hobby and if this is not true today, it looks like a safe prophecy for tomorrow."
Arthur Stanley.

"It is rare that a person with a hobby goes crazy," declares a psychologist. It seems that a hobby serves as an inoculation against insanity—that is, by going goofy over some interest a person can avoid going nuts about something else.

Dorothy Biddle, editor of Garden Digest, recently said: "Gardening is more than a hobby. It is a philosophy of life. To be a gardener you start out with an essential quality, Imagination.

"Gardeulug is a hopeful philosophy of life a confident philosophy. It is a philosophy of beauty. People with gardens are happy people."

Willmer, La., March 17-1938

Camellias ordered from you December, 1937, all bloomed and I am crazy about them. Every one seeing them rave over their beauty.
P. S.

Messapequa, L. I., N. Y. March 21-1940

Received Camellias in fine condition and am simply crazy about them. J.F.

West Point, N. Y. Sept. 16-1940

Your Camellias are affording a lot of pleasure.
R. G. A.

Puyallup, Wash. Aug. 20-1940

Your Camellias are doing nicely. Everyone is enthusiastic about them. L.F.F.

Dover, Mass. May 22, 1940

Last fall you sent me a beautiful Camellia bush with many buds. It bloomed in a most wonderful way. It was my pride and joy through the early spring.
Mrs. H. H. P.

Springfield, Ill. Feb. 29-1940

The most enjoyable part of my greenhouse this winter has been my LONGVIEW Camellias. The plants you sent me produced a large number of the most beautiful flowers we had in the greenhouse, and I do not except my orchid plants which, up to this time, have certainly been my pets.
F. F. H.

Birmingham, Ala. Nov. 9-40

There is nothing in the world more beautiful and satisfactory than our Camellias.
Mrs. H. S.

Augusta, Ga. Nov. 12-1940

I am still in the maniac ward when it comes to Camellias.
H. C. H.

the store house of innumerable fine flowering plants, and home of Camellias . . . Camellias, too, are the mysterious glinting gems of floriculture. These plants will bring new joys and renewed enthusiasm to your life each winter season as their chatoyant blossoms reveal their eye-intriguing beauty.

Camellias are heirlooms of Yester-years, reborn aristocrats of today. There can be no Heirlooms for Tomorrow, unless you buy Camellias of quality. Now, and for years to come, the LONGVIEW pot grown Camellias you buy today, will bring you new happiness, new friends, and renewed delights for generations.

Those who are happy do not observe how time goes by.—Chinese proverb. LONGVIEW Camellias bring new happiness to their owners.

There is no highroad to happiness or misfortune; every man brings them on himself.—Chinese proverb. Growing LONGVIEW Camellias will bring you new happiness.

Camellia

MILDRED SEYDELL

Visitors to Bellingrath Gardens, near Mobile, who have seen the large Camellia plant in flower, which they call MILDRED SEYDELL, rave over the beauty of the blossoms.

This full double flowers, 3½ inches in diameter, deep pink to rose color, with occasional marking of white, has petals diminishing in size to the center, of ranuncula form.

Planted on a hillside near their rock garden, where sun rays filter through the trees, the brilliancy and sparkling color of the numerous flowers is reflected like a jewel in a fine mounting.

Normally sets many buds, and blooms freely from mid-season to April.

This is the first season we have offered this variety for sale.

Only a limited number of these rare plants available, and each one will be tagged with a special embossed copper label . . . your guarantee of getting a MILDRED SEYDELL Camellia, the same as now growing in Bellingrath Gardens.



MILDRED SEYDELL, internationally read writer, newspaper woman, and brilliant speaker, has had a noteworthy journalistic career. She has visited Kings and Queens, has been the guest of Dictators, has hobnobbed with the great of this generation. She has gained national fame in her coverage of various important events, beginning with the famous "monkey trial" in Dayton, Tenn., in 1925. Then followed yearly trips to near and far places interviewing the men and women of the hour, studying the social and political reforms being sponsored in different sections of the world, such as liquor control in Sweden, the spectacular reforms in Turkey, crime control in countries having less crime than America, the progress of England, Ireland, New Zealand and Australia, changing conditions in Africa and Palestine, and the catastrophies of Germany and Czecho-Slovakia in the autumn of 1938. Her publishers are Macauley and Grosset & Dunlap. Her articles appear in such magazines as Good Housekeeping and Town and Country.

For further details, see "Who's Who in America."



Longview" Crichton, Ala.

Robt. O. Rubel, Jr., Camellia Specialist

Give "LONGVIEW"

Camellias

for Lasting Happiness



THE gift of a LONGVIEW Camellia will bring delight to the recipient each winter season, and gracious loveliness to one's garden or conservatory for years to come.

For your flower-loving friend, the Camellia, more than any other plant, has ever been the gift of happiest portent.

A LONGVIEW pot-grown Camellia will be a gift of beauty, a joy forever.

It would be difficult to think of any gift that could convey your holiday or anniversary greetings to a flower-loving friend more eloquently than to send a new variety of Camellia from LONGVIEW.

Such a living gift would be a perpetual remembrance for each season, for generations to come.

LONGVIEW pot grown Camellias have universal appeal for anniversaries, birthdays, Christmas, Easter, Mother's Day, Father's Day, weddings and whenever you wish to present a gift that will create interest and enjoyment to the recipient, a living memorial and a valuable legacy.

For the perfect gift, a LONGVIEW Camellia will be remembered long after the usual gifts are gone and forgotten.

Alliance, Ohio.

I believe those four Camellias are the most soul satisfying Christmas gifts that I have ever purchased. Thanks a million for raising such beauties.
D.P.L.

What I spent I had,
What I saved, I lost,
What I gave, I have.
Give LONGVIEW Camellias for lasting
happiness to the recipient.

New York City.

I have just one Camellia plant—a present given me last fall—and it has brought so much happiness I want a few more in my greenhouse.
F. T. B.



GROWN



We get from people what we give; we find in them what we bring; and the changes are not changes in them so much as changes in ourselves.

—Bruce Barton.

North Carolina, July 27, 1940

The Camellia for my wife's birthday present was received in fine shape. She was very well pleased with it, and I was glad to get her something which I also liked so well.
W.J.S.



LOT 37, LADY HUME'S BLUSH

For accuracy of description and historical facts, we quote from June 1818 Botanical Cabinet, published in London:

"This very elegant variety was first introduced by the late Lady A. Hume, about the year 1806; hence it has been generally known by the name of LADY HUME'S BLUSH."

In Beriese Iconographie Genre Camellia, 1842, Vol. 11, plate 118, the text describes it as INCARNATA (from the French Incarnadin, meaning flesh color), giving the same history, but adding, the variety was imported from China.

The German monograph by Baumann, 1831, cites a similar history but adds another variety name of FLAVESCENS to that of INCARNATA. It was described by earlier writers as CARNEA and KEW BLUSH.

Practically all horticultural books publishing descriptions and plates on Camellias, have described this rare Camellia of ethereal beauty.

Unfortunately it has been illustrated and described as ELLA DRAYTON in a contemporary book on Camellias, which we feel sure was a printer's error, rather than a mistake of the brilliant author.

The genuine LADY HUME'S BLUSH is extremely rare in commerce in spite of its early introduction from China to Europe.

Of all the Camellias we have propagated in years past, this is the only variety we find difficult to root. Flowers full double, 2½ to 3½ inches in diameter, petals imbricated, tufted, slightly acuminate, sometimes crenate at the summit, on each other. Blooms freely from November to February.

We have known dozens of Camellia collectors who have spent considerable money buying or rather trying to buy the genuine LADY HUME'S BLUSH Camellia, only to learn in the course of time, the stock they received, proved to be something different. One party told us of spending \$150.00 for plants supposed to be LADY HUME'S BLUSH, but always turned out to be mis-named sorts. This is truly a connoisseur's variety, and while higher in price than ordinary Camellias, it represents a real gem in floral beauty.

"If you continually give, you will continually receive."

—Old Chinese Proverb.



We wish we knew the name of this jewel-like Camellia of eye-intriguing beauty.

Frequently it has been mistaken for the true TEUTONIA. Not the "TUTONIA" sold as the variety ELIZABETH.

There is an exquisite loveliness about the pure white full double flowers marked with an occasional penciling of pink. Then too, individual plants have produced two distinct varieties of magnificent pink flowers.

The parent plant grew in a garden at Monroe County, Alabama, and was sold to a So. Carolina Camellia collector.

We have counted 160 to 190 petals, regularly imbricated, diminishing in size toward the middle with two distinct full double centers made up of smaller petals.

Flowers 3½ inches in diameter, blooming freely from Christmas to March, recommended especially for conservatory culture where the flowers reach the acme of perfection.

This is a rare Camellia that leaves you breathless, with its charm . . . beauty and elegance.

The Bible photographed with the two flowers was published in London, 1599, just 140 years before Camellias were brought from China to England.

WHAT!

AN X-RAY OUTFIT AT A NURSERY?

Employees at LONGVIEW often remark:
"They've got everything here; everything except the boss is a bachelor."

Dorothy Dix said: "Bachelors are men who haven't any wives and troubles, etc." While the same writer's mother remarked long ago: "Bachelors are mean, hateful, selfish old things to spend all of their money on themselves, etc."

Being a bachelor may be an excuse for having an X-ray outfit in the research laboratory at LONGVIEW.

If you are curious to know what can be done with an X-Ray outfit at a nursery, we can cite ample scientific data on X-Ray induced modification of flower color, seedling growth and change in chromosomes.

By X-radiation of Camellia pollen, seed, as well as newly germinated seeds, we have hopes of producing at least a few new and distinct varieties.

The earliest worker applying X-Ray treatment to Camellia seed was my good friend and eminent surgeon, the late Dr. Jos. Hume of New Orleans.

While visiting him in 1930, he demonstrated by aid of microscopic slides, how X-Rays affected the chromosomes of Camellia seeds. Since then I have had the good fortune of meeting Dr. Eleazar R. Bowie, Roentgen specialist also of New Orleans.

His interest in Camellias likewise "runs at fever heat." With his continued help and unselfish cooperation, I am very much indebted as my mentor on applied radiology.

With the aid of X-Ray treatments, we have hopes something worthwhile might develop in finer varieties of new seedling Camellias.



Edison, Pa. Feb. 10-1937

The LADY HUME BLUSH Camellia I bought from you about four years ago is doing good. I would be loth to part with it. . . . What beautiful blooms it has, every one that sees it, marvels.

H. M. O.

Marion, Ind. Nov. 25-1937

In Oct. 1936 we bought an ALBA PLENA Camellia of you. It had twenty-four blooms during November and was beautiful. It is in bloom now and has eighteen buds and blooms.

McD. Greenhouse.



LONGVIEW has Pioneered

as a Camellia Specialist

Pasadena, Calif. March 19, 1940

Have about 50 Camellia plants over 12 feet high,
obtained from you during the past 20 years.
Flowers getting larger every year. J. E. Y., Jr.

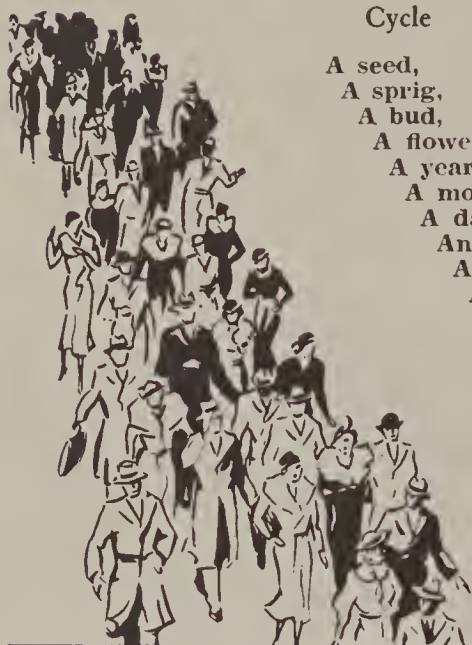
San Francisco, Calif. Dec. 10-1925
Camellias arrived yesterday in
perfect condition. Your packing
could not be improved. Plants are
fresh and healthy. I am pleased.
H. O. M.

Chesterfield, Ohio. Jan. 27-1926
Received Camellias in perfect
condition and I am very much
pleased with them. J. P.

Cycle

A seed,
A sprig,
A bud,
A flower.
A year,
A month,
A day,
An hour.
A birth,
A life,
A death,
Decay.
Life was,
Life is
Reborn
Each day.
God was,
God is,
Will be
Always.

—Anthony Cama.
From The Lantern.

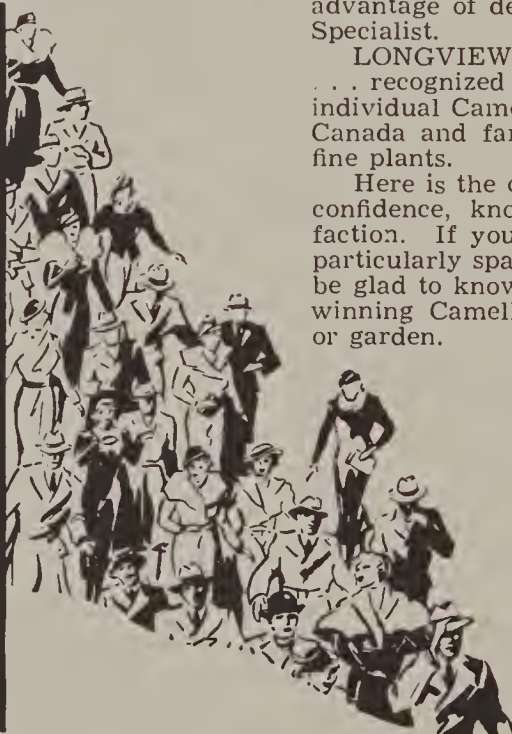


VISIT LONGVIEW

Out of State visitors, interested in Camellias, are welcome to see our plants, whether you are buyers or "lookers". Come, see, admire, ask questions, and remember, we never try to "sell". The buying is left to you.

No business transacted on
Sundays.

LONGVIEW is located 7½ miles N. W. of Mobile County courthouse, or 3 miles beyond Crichton post office on north side of Moffatt road, which road is a continuation of Springhill Ave., from Mobile. You can reach us by phone: Belmont 2001-R, Mobile Exchange.



It has been said, a pioneer is one who does all the work and dies or grows old before it starts to prove profitable.

LONGVIEW has pioneered in growing Camellias since 1915. The numerous illustrated Camellia catalogues we have issued in years past, have been recognized for their accuracy in descriptions, and fine illustrations. These LONGVIEW catalogues are prized possessions among Camellia connoisseurs and collectors.

They represent the only authentic literature easily obtainable on a subject of so much interest to flower lovers. If you are a Camellia collector, you will quickly observe by reading any of our catalogues, they are accurate, and at times the flower descriptions are frankly critical. It is our aim to represent the Camellias offered for sale, so there is none of the misunderstandings due to exaggerated claims or current misconceptions as to the individual merits of each variety, or its horticultural variety name. For this reason, LONGVIEW Camellia catalogues have been cherished by connoisseurs, librarians and collectors, and preserved as bibliographies.

LONGVIEW Camellia catalogues have led to countless orders to other nurseries, who continue selling mis-named Camellias at apparent lower cost. All of which is a source of pride which we must accept in lieu of monetary profits. So this catalogue is another bit of our contribution to those individuals of good taste who appreciate hard to get, truthful information and honest descriptions of Camellias.

Anyone who has bought only a few Camellia plants from peddlers, roadside nurseries, here and there by catalogue descriptions or horticultural names, understands the grief of their investments. There are so many Camellias of doubtful value, and countless mis-named sorts, sold by reliable nursery trade, it's needless to remind you of the advantage of dealing with a nationally recognized Camellia Specialist.

LONGVIEW is an institution among Camellia fanciers . . . recognized by the florist trade as well as thousands of individual Camellia customers from Coast to Coast, Europe, Canada and far away China, the original habitat of these fine plants.

Here is the one place where you can buy Camellias with confidence, knowing they will bring you enduring satisfaction. If you are interested in winter-blooming flowers particularly sparkling Oriental Gems of floriculture, you will be glad to know more about LONGVIEW pot grown, prize-winning Camellias, and to grow them in your greenhouse or garden.

New Albany, Ind.

I wish to thank you for the very entertaining and informative afternoon spent at your place. It is always interesting to talk to a man who "knows his stuff."
J. C. R., Wholesale Florist.

Santa Monica, Calif.

I never enjoyed a visit to a nursery as I did to yours. So much knowledge — information — and presented in a most interesting way — I probably would have stayed until you put me out — if I had not had a taxi waiting all those hours.
Mrs. E. B. R.

Fort Worth, Texas

My visit to LONGVIEW — all too brief — was a joy and a delight — would that the Garden Club members in my region might have the benefit of your knowledge and your gift to impart it, about Camellias.
N. D. T.

Columbus, Ga. Feb. 11, 1938

Due to your teaching, my Camellias look beautiful. I feel I have you to thank for all that I know about them. Mrs. T. E. R.

I know I have learned more about Camellias and their culture during the short visit to LONGVIEW than I have in the rest of my life. It was really enjoyable meeting you and seeing your grand blooms and Camellia plants. My husband says he will never buy a Camellia anywhere else.
B.F.

HENRY WARD BEECHER once said: "Flowers have an expression of countenance as much as men . . . some seem to smile; some have a sad expression; some are pensive and diffident; others again are plain, honest and upright."

This outstanding Camellia, named in honor of the late Prof. Sargent, keeper of Arnold Arboretum, exemplifies both strength and dignity of character, in form, structure and its distinctive red color.

The usual form is that of a dull globular sphere, 3 to 3½ inches in diameter, composed of 230 distinctly incurved tipped petaloids, resembling an incurved chrysanthemum. The large guard petals are seldom noticeable.

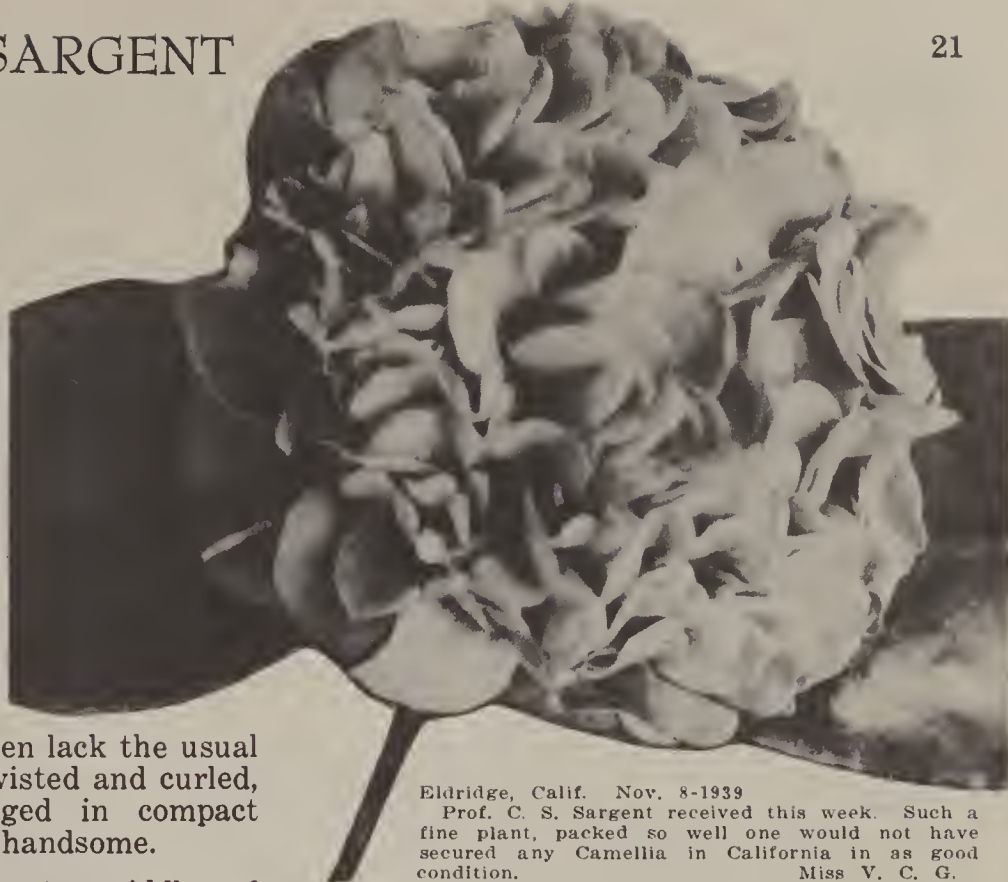
Some of the first and last flowers of the season may develop blossoms with conspicuous guard petals, and the center petaloids then lack the usual form of being distinctly incurved, but are twisted and curled, intermixed with larger petals, all arranged in compact spherical form. Either type flower is very handsome.

Flowers freely from middle November to middle of March, tolerating sub-freezing weather without apparent injury to the unopened flower buds. Of very easy greenhouse culture.

Columbus, Ga. March 5-1937

I have a Prof. Sargent Camellia from you, several people wanted to buy it, but what is mere money compared to a lovely Camellia plant.

Mrs. J. E. P.



Eldridge, Calif. Nov. 8-1939

Prof. C. S. Sargent received this week. Such a fine plant, packed so well one would not have secured any Camellia in California in as good condition. Miss V. C. G.

Hampton, Va. Feb. 10-1939

The CHAS. S. SARGENT Camellia from you is of sterling quality, robust and produces the loveliest blooms imaginable. Snow, ice on the bush and flowers and freezing nights does not seem to hurt bush and flowers. M. D. C.

LOT 29

Out of China, land of ancient culture and strange contradictions, came Camellias, CHOW FAU; flower of the Tea.

In this variety of Camellia Oriental contradictions are reflected.

"SPRING IS AS CHANGEABLE AS A STEPMOTHER'S FACE."—Chinese Proverb.

Likewise, individual flowers of this variegated Camellia are as changeable, in form, size, color combination, number of petals and structure of flower.

Not less than four or five distinct forms and structure of blossoms, with color variations of dark red to deep pink, and white, reflects the chameleon like characteristic of this worth while winter-hardy Camellia.

One can never be certain of the form, or color combinations from season to season, until the buds unfold and reveal their exotic beauty.

Sunlight, temperature, fertility, degree of acidity in soil, represents factors influencing the variable qualities in blooms.

The graceful informality of these flowers, their ease of florescence in spite of wide temperature range, marks this as a worthwhile Camellia for southern gardens or for culture under glass.

Individual flowers 3 to 3½ inches in diameter, blooming December to March.



Hawkinsville, Ga. March 1-1939

Want to express my delight and pleasure in Camellia Lot 29 purchased of you. It's a beautiful flower, hardy, and a runner up for first place.

J. J. W.



Swamped with Correspondence

"If the pursuit of riches were a commendable pursuit, I would join in it, even if I had to become a chariot driver for the purpose. But seeing that it is not a commendable pursuit, I engage in those which are more to my taste."

—Old Chinese Proverb



How provoking to write a letter of inquiry about something you are interested in, then have to wait days or even weeks for a reply.

Go one who waits, a moment seems a year—so runs an old Chinese proverb.

While we try to answer most of the numerous inquiries, your indulgence is asked, if you failed to get a prompt reply to your letter. The daily mail received at LONGVIEW is heavy, throughout the entire year.

We have no full time stenographer or secretary, since LONGVIEW is not operated as a commercial business.

Since 1915, Camellias have been grown here as a hobby and now our entire time is devoted to their culture.

Each season, when Camellias unfold their petals and hundreds of varieties display their radiant beauty, our enthusiasm for these flowers increases.

To personally irrigate 25,000 or more potted Camellias, to select and tag each individual plant shipped on orders, to spend hours daily with out of state visitors who come all seasons to see and talk about Camellias, and to attend various and sundry other details, little time is available for general correspondence.

ROBERT OWEN RUBEL, JR.

"Longview" Crichton, Ala., U. S. A.

May we ask that you send a self addressed, stamped envelope, when writing for information. Be assured, your orders always receive prompt, personal attention, whether you buy one plant or a car load.

a 3-cent stamped Envelope



Search the World Over



*for Camellias
from Europe to
the Orient
then visit
"Longview"*

Here you will find the largest collection of pot grown Camellias, more rare and fancy varieties, along with numerous new seedlings of merit.

Visiting nurserymen, Camellia connoisseurs and veteran globe trotters, tell us they have never seen finer Camellias or as many varieties in all their travels.

LONGVIEW Camellias have world-wide recognition. At flower shows from Palm Beach to Boston, coast to coast, where LONGVIEW Camellias have been shown, they have received more ribbons, cups, cash awards, and Certificates of Merit, than all other competitive exhibitors combined.

At the nation's Capitol, whether it's an Ambassador's Ball, or the elite of Washington's society on parade, Camellias originating at LONGVIEW are worn in my ladies coiffeur and corsage.

Do You Own A Conservatory?

Fortunate indeed is the owner of a small greenhouse, for Camellias reach the acme of floral perfection when grown in a "COOL", moist greenhouse.

They will tolerate temperatures down to the freezing point and produce larger flowers than usually found on plants grown in southern gardens.

What marvelous charm, glamour and thrills one gets, brightening life's aspects during the dull dreary winter months with these floral gems from China.

Camellias will prove your most interesting and colorful plants. Their ease and simplicity of their culture assures you of success.

You'll treasure your LONGVIEW Camellias above all other species of plants, for their distinctive flowers of classic beauty will bring you new happiness.



Salem, Oregon. March 24-1939

Received in perfect condition, Camellias shipped me. Express on seven plants was about \$1.50 per plant.

G. P.

FLORAL GEMS



FROM CHINA

LOT 4, FIMBRIATA ALBA

Said to be a sport from ALBA PLENA, this lovely full double white, with serrated petals was imported from China 1816. While old in commerce, and accepted as one of the finest of imbricated white Camellias, stock of this variety is scarce. Blooms normally from November to February, with flowers full four inches in diameter. A variety every Camellia connoisseur needs.

LOT 10, CHEERFUL

Among cut flower growers of Camellias in the North, CHEERFUL is the accepted name for our Lot 10. A truly cheerful, full double, imbricated pink, with petals of wax-like texture and enchanting beauty. Flowers, 2½ to 3 inches across. Blooms very freely, December thru March setting numerous buds.

Catalogue descriptions as well as letters received from various growers of Camellias from the Pacific to the Atlantic coast, indicates at least four or five distinct varieties of Camellias sold by name of CHEERFUL. Some of these varieties are simple singles, others semi-doubles, double pink striped with white, one variety is described as double red, another a peony form red, and to add to this confusion, CHEERFULNESS is a catalogue name applied to a bright pink variety sold locally.

The faultless beauty and perfect outlines of Lot 10 Camellia makes it a valuable acquisition to the most select collection of finer varieties of Camellias and it should not be confused with inferior varieties sold elsewhere as CHEERFUL.

LOT 11

AUSTILL PINK, local name for single to semi-double insignificant form bright pink flower, having yellow anthered stamens. Not worth space in a conservatory, but makes a colorful showing in winter gardens of the South.

LOT 13, Correct Name Unknown

In 1929, we bought from New York a Camellia named GRANDIFLORA, which proved to be the same as grown here for a number of years as our Lot 13. In Florida and a few other southern nurseries this variety is offered as HORKAN, while in one section of Georgia, it is generally known as RENE CAMPBELL, the name of a negro cook (now dead) who owned a plant, and allowed nurserymen to propagate from it.

VARIABILIS is still another variety name under which this Camellia is often sold. Frankly, VARIABILIS represents the best descriptive name, because of its capricious habits of producing simple single flowers, semi-doubles, and rather full peony forms, all on the same plant.

Color and color markings are variable. White petals with pink stripes and blotches prevail, although occasionally solid pink as well as pure white flowers will be found on old specimen plants. Blooms freely November to March, tolerating wide temperature fluctuation, with flowers up to 4 inches in diameter. Desirable as a garden variety as well as conservatory plant.

LOT 18

JARVIS RED is the generally accepted name of this semi-double red Camellia. Named by a local nurseryman after a family living near his place of business, and from whom he secured stock for propagation purpose.

It is also sold under such names as CROWLEY'S, WILLIAM'S, BRAUN'S and BICKLEY'S RED. All of which represent local names of owners of older plants than that of the Jarvis family. One of the common garden varieties, free flowering, having 20 to 33 petals, flowers reaching maximum size of 4 inches in diameter.

LOT 19

So far as we know, this is a nameless orphan in the Camellia tribe. We are unwilling to christen it, and offer it "as is", by our Lot Number 19.

Semi-double, informal red, with individual flowers varying in color from bright clear red to deep crimson. There is a variation in number and arrangement of petals. Blooms 3 to 3½ inches in diameter, flowering December to March, tolerating our coldest winter weather. A variety recommended for either garden planting or to be grown in sunporch or greenhouse where the temperature is not under control.

LOT 24

The pseudo MRS. ABBY WILDER. Wherever Camellias are sold, this fraudulently named variety is usually to be found in every nursery. Described as "Peony shaped white flowers, medium to large, with tiny splashes of pink; compact and good grower."

Its a violation of law to do an interstate business in mis-named Camellias. If you bought a Camellia under the name of MRS. ABBY WILDER, from an out of state nursery, described as above, you have recourse for justice by making a complaint to the Federal Trade Commission. The true Mrs. ABBY WILDER is not a peony form. It is a full double, imbricated flower of ranuncula form.

It was written on tablets of jade: "One man tells a falsehood, one hundred repeat it as the truth." So runs an old Chinese proverb.

A local nurseryman propagated tens of thousands of the peony form flower first mentioned. He secured his cuttings from the president of a local college where the parent trees grow, with the understanding they would be rooted on equal shares. "So sorry", none rooted, he reported. The truth is, they did root and he had them growing by the thousands in his field. All of which reminds one of another old Chinese saying: "One can hold a Japanese to a bargain as easily as one can hold a slippery catfish on a gourd."

These Camellias were sold thru-out the country as MRS. ABBY WILDER, and the purchasers resold their plants in good faith, by this name.

This accounts for the widespread distribution and perplexing confusion of nomenclature of Camellia names, including this variety. So you can't pin too much faith in catalogue names of Camellias unless authority for their accuracy is cited.

In this case, the perpetrator of reckless naming, brags, in his catalogue: "We are fortunate possessor of Nouvelle Iconographies des Camellias, published in 1840-1860, with more than five hundred natural colored illustrations with NAMES and we will follow their names as far as possible." We also have these rare volumes.

The monographs on Camellias referred to, happen to contain two excellent colored illustrations with full description of the flower and the history of its introduction by Marshal P. Wilder, president of the Mass. Hort. Soc. at that time. Bailey's Cyclopedica of Horticulture also illustrates the true MRS. ABBY WILDER, which he owns. This is only one of the numerous discrepancies in Camellia names he has distributed in the nursery trade.

Some one said: "A thief can't be watched, but a liar is the most contemptible person who breathes."

Sometime we think old King David was looking into the future when he wrote in the 116 Psalms, the 11th verse: "... All men are liars."

*"He who goes into a garden to look for spiders and cobwebs
will doubtless find them; but he who goes out to seek flowers
may return to his house with them blooming in his bosom."*

LOT 24 (Continued)

Just a word about Lot 24, the so-called fictitious named MRS. ABBY WILDER. That is, peony form. As a greenhouse variety, the flowers develop perfectly. Outdoors, buds and flowers are usually badly bruised causing the petals to be damaged and turn brown, if there is the slightest breeze. As a garden variety, we don't think it worth space, except as a broadleaf evergreen. For this reason we have not propagated this variety since 1928, and do not think it is a Camellia likely to excite much admiration.

We do have a few plants of the true MRS. ABBY WILDER, and incidentally the parent plant was sold by Mr. Wilder more than 90 years ago for \$500.00. Our stock is not for sale.

LOT 27, IL TRAMENTO

The correct spelling of this name has not been checked in the many old Camellia books at LONGVIEW library. Offhand, we do not recall the history of its introduction. It is one of the finest, of rare, satiny, wax salmon-pink flowers with white blotches variegations in the full double, imbricated, ranuncula form flowers.

Flowers full 4 inches in diameter, free blooming under garden or conservatory culture.

Of all Camellias we have grown we know this is one of the finest and most beautiful varieties of the entire Camellia family. Unfortunately, we have never been able to supply the insistent demand for this variety to both the florist trade as well as Camellia connoisseurs who search the world over for fine varieties.

LOT 36

An unnamed Camellia, a blossom of which was exhibited at a flower show suburban to Mobile and awarded a blue ribbon. Deep pink in color, simple single to semi-double in form, free blooming in spite of our coldest winter weather, we can recommend this variety for both conservatory culture and for outdoor garden planting in mild wintered sections. Flowers reach ultimate diameter of 4 inches of radiant color. Our stock is limited because we sold the parent plant to a South Carolina nursery.

LOT 40

A full double satiny silk tint pink, with petals arranged in imbricated geometrical formality. A choice variety of outstanding merit. Blooms mid-season to late, with flowers 3 to 3½ inches in diameter. Limited stock available. A collector's item, worth many times the price we get for this rare variety.

LOT 41, CANDIDESSIMA

There are two distinct strains of this variety, known in commerce. One is free blooming, as illustrated and described earlier in this catalogue. Halliday's PRACTICAL CAMELLIA CULTURE, published 1880, describes both strains, one of which is a shy-blooming variety. Among our no good, junk varieties, we have a few of these shy-blooming CANDIDESSIMA Camellias. The individual flowers of this variety, if and when it does set buds, are identical with those of the free blooming strain.

Naturally, we can't recommend you to buy this Camellia if you hope for floral inspiration. We happen to know of two nurseries in the South who are still selling the shy blooming strain of CANDIDESSIMA, so if you should buy this variety by name elsewhere, be sure to specify you want the free blooming strain, if you wish to avoid disappointment.

LOT 42

A Camellia frequently sold as SARAH FROST, LADY CAMPBELL, WILDERS ROSE as well as other counterfeit cognomens. We believe it is the well known old HENRI LA FAVRE, a popular variety of a century ago.

Regardless of the true name of this Camellia, its merit lies in its vigorous growth, free and early blooming qualities as a full double imbricated, ranuncula form flower.

Deep rose-pink flowers predominate, although bright red with white variegations are not uncommon. Blossoms 2½ to 3 inches across, blooming November thru February. A symmetrical, robust grower.

LOT 44, PINK IMPERFECTION, (not PINK PERFECTION)

"If you've got money to throw to the wolf for rotten plants not worth a damn,
Come buy a Camellia of this variety, and be a sucker, my little lamb."

—These lines were submitted by one of my correspondents.
(not a customer, however.)

The name PINK IMPERFECTION, purely is a descriptive quality of its poor habit in failing to open the numerous flower buds. Now and then ... if and when ... a bud does unfold its petals, a beautiful flower is revealed.

Camellias like these should not be offered for sale. The plants we offer are ten years old, propagated from a vigorous growing specimen without knowing at that time of its poor blooming qualities. We have sold a number of these plants to individuals as well as nurseries who used them for understock on which they grafted better varieties.

Offered only as Camellias, without merit or hope that you will be rewarded with awe inspiring floral beauty. Thank goodness, we have only a few of these "junk" plants on hand. Please reread the four line verse, above, and be a sucker, if you send us your money.

LOT 45, MONARCH

The name MONARCH is a meaningless cognomen in Camellia catalogues. The true MONARCH was first described and illustrated by Halley, the originator, in the Florists Journal, May 1st issue, 1842, and later in Verschaffelt's monograph. It is totally unlike the MONARCHS sold by nurserymen who have adopted this name by careless and ignorant copying from catalogues.

Our stock is limited to 12 or 15 plants 10 years old, and we have not had time to propagate additional plants. For this reason we are not offering plants of the true MONARCH for sale at this time.

LOT 50, SNOW ON MOUNTAIN

This Camellia sasanqua, a Japanese species, has been illustrated in all of our previous catalogues.

Space does not permit showing a picture of the flower in this issue. It is a fragrant, pure white flower, 3 to 4 inches in diameter, with 40 to 170 petals and petaloids and golden anthered stamens.

Blooms freely October thru December. The dried foliage is distinctly aromatic and frequently is added to tea to increase the bouquet. In juvenile stage, the plants have a rampant, horizontal growth, but later develops to a compact specimen.

Washington, D. C., Nov. 24, 1937.—The two Camellias arrived in top condition and one bloom on Lot 50 was still fragrant, affording me satisfaction and delight.—T.G.

FROM CHINA



FLORAL GEMS

LOT 51

An anemone form red flower, with occasional blotch of white, similar in structure to CHANDLERII, as well as character of growth. Apparently a seedling from CHANDLERII, which it resembles. Horticultural variety name unknown, Flowers 3½ to 4 inches across, blooms freely, in January, February and March.

LOT 55, HARLEQUIN

Numerous nursery catalogues offer a Camellia under the name of HARLEQUIN, briefly described as: "A full double peony-formed flowers, variegated white and pink. Form and size of flowers resembling PROF. C. S. SARGENT."

We have grown the true HARLEQUIN as imported from France about 60 years ago, for the past 12 years. When we first read of HARLEQUIN being offered by a southern nurseryman as described above, we bought a few plants to see if he was selling true-to-name stock. When his plants flowered they proved to be identical with a variety he also catalogues as DUKE de ORLEANS.

The name, HARLEQUIN as you know, means, "to fool". But naturally you don't want to be fooled when buying named Camellias.

For beauty and perfection, for rare delicacy in color and color combinations, the true HARLEQUIN, in all its six or seven distinct varieties of flowers, produced on a single plant, represents a glorious Camellia, of marvelous beauty.

The colors range from pure white, shell pink, and softly tinted variegated types of pink and white, with compactly formed blossoms of countless petals of both full peony and rose form flowers.

To own a genuine HARLEQUIN is like possessing seven different distinct varieties of Camellias. It is a glinting jewel of floriculture, blooming freely in January, to March, with 2½ to 3 inch distinctly smart flowers . . . a reborn aristocrat in the mode today, admired by the ultra smart and fastidious Camellia lovers.

LOT 58

Perhaps we should not waste space in this catalogue offering a variety of Camellia we have not seen in flower. We bought the parent plant for an out of town customer from a southern garden without seeing the blooms. While the few plants we offer had buds last winter, the severe low temperature of 10 degrees above zero ruined the buds before they had a chance to open. For this reason, we have no idea whether this Camellia is even worth transportation charges. In character of growth, and a study of bud and petal structure it resembles CHANDLERII ELEGANS. We dare not commit ourselves further, and for this reason it is offered as a "cat in the bag", if you wish to take a chance on buying a Camellia of unknown value.

LOT 61, TRICOLOR de Sieboldii

Positive identification of this variety, introduced from the Orient in 1929 and named after M. Siebold, has been established in many old horticultural books. Lately it has been offered by one nurseryman as "QUARTET" because it often produces four distinct colors of flowers. On the Pacific coast it is known as VARIEGATA, and has also been offered as BELLE ROMANA.

The red flower with white blotches has been palmed off under dual names of DONKLAARII and WAKANOURA RED, while the white flowering sports of this noble variety is now being sold as LEUCANTHA. All of these new names add to the confusion of Camellia nomenclature.

The true TRICOLOR de SIEBOLDII has 15 to 17 petals, flowers 3½ to 4 inches in diameter, white predominating with rose pink stripes, of pink suffusion, solid red flowers with white blotches, and solid white flowers.

There is a simple single seedling of this variety also being marketed in this locality which produces small flowers of inferior quality.

TRICOLOR de SIEBOLDII is a worth while Camellia for garden planting or conservatory. Its freedom of flowering under adverse climatic conditions makes it a "must" variety for one who wishes to grow a fool proof Camellia. As a commercial cut flower, it does not have good keeping qualities, compared with the full double, imbricated varieties.

LOT 64, MRS. ABBY WILDER

Our stock of the genuine MRS. ABBY WILDER is limited to 20 or 24, eight year old plants needed for future propagation. This full double, imbricated flower is a true gem of floriculture, and no plants are offered for sale at this time.

LOT 67

This Camellia is often mistaken and sold for the variety SARAH FROST which it resembles, in form and color.

The plants now available have been poorly grown in unfertilized soil. While healthy, they will produce nice specimens when repotted or transplanted into more congenial fertile soil. Don't misunderstand our criticism of the plants we offer. They will make nice specimens and produce a wealth of flowers, but it was wisely said by the ancient Chinese:

"If man cheats the earth, the earth will cheat the plant." For several years, we neglected fertilizing this variety. We cheated the earth, and the plants show the evidence of malnutrition.

LOT 75

Camellia sasanqua, unknown name. Semi-double bright red with white variegations, blooming September to January. Makes colorful display for landscape use, has proved quite winter hardy. Flowers 3 inches in diameter, slightly fragrant, of easy culture for sunporch or cool conservatory.

LOT 78, WARATAH

Originally imported from China to the Royal Garden, Kew, England, 1806, described and illustrated in all of the early horticultural books on Camellias as the Anemone-flowered Camellia.

Dark red flowers 3 inches across, straggly in growth, mid-season to late blooming. Not a flower to excite much enthusiasm over, compared with varieties of better form and more brilliant color. Interesting historically because it is said to have furnished pollen for cross pollination with other varieties, from which many new fine seedlings developed.

LOT 87, SOPHIA

The Camellia we offer as SOPHIA, is illustrated and described in Verschaffelts While the flower resembles CHANDLERII ELEGANS in form, the size of SOPHIA is smaller. It is unlike some of the SOPHIA Camellias offered by other nurseries which they describe as: "very much like CHANDLERII ELEGANS, but form of flower is more cup-shaped and center petals are less in number and larger."

The true SOPHIA has many more petaloids in the center than CHANDLERII ELEGANS. Flowers 3 to 3½ inches across, composed of 10 guards petals, and usually 100 incurved petaloids in the form of a depressed sphere.

A variable colored Camellia, producing a wealth of many colored combinations, blooming from October to March.

LOT 80, GRAND DUC CONSTANTI

Formality in character is portrayed in this Camellia, which appears to be GRAND DUC CONSTANTI, illustrated and described in Verschaffelts monograph eighty odd years ago.

Full double rose form, petals diminishing in size to center, 3 to 3½ inches in diameter, light rose tint petals penciled with deeper rose.

The charm and chic of this Camellia, with its rich duatone color and color markings, stamps this as one of the fascinating Camellias of alluring daintiness. Blooms February and March, and flowers have good keeping quality.

LOT 90

MRS. LUERMAN, a vivid red with irregular white variegations, imbricated form with petals diminishing in size to the center.

We can't vouch for the accuracy of this name, in spite of our finding descriptions in both old as well as contemporary catalogues. None of the descriptions are complete, or accompanied by illustration of the flower.

A vigorous growing Camellia, blooming in January and February, with brilliant colored flowers full 3 inches in diameter.

LOT 100, GOV. MOUTON

Gov. Mouton, was the first democratic chief executive of Louisiana, and this Camellia was named in his honor.

Flowers full peony form, pure deep red with white blotches, blooming normally in late December thru to March. A beautiful variety of vivid, sparkling color.

LOT 115

A single flowering Camellia sasanqua, with pleasing pink tone flowers of simple elegance. Blossoms 2½ to 3 inches across, of a form reminding one of a Cherokee rose. Blooms profusely October to January. Rampant, loose growth in juvenile stage, but eventually makes a compact specimen. A fragrant Camellia for garden or conservatory, both wither hardy and easy of culture.

LOT 121, ELENA NOBILE

Visitors from California have told us this Camellia is generally known on the Pacific coast as ELENA NOBILE. There is a striking likeness in color and form with the illustration of this variety in November 1940 issue of House & Garden magazine.

As a free blooming semi-double red, having golden anthered stamens in the center of flower, we think this is a good garden variety.

LOT 122, EMPRESS

Colored illustration in March 6, 1939 edition of LIFE magazine, was a Camellia flower described as EMPRESS. For many years, we have grown this variety under our Lot Number 122, and have not been able to find among old horticultural books, authority for the accuracy of this name.

While description in LIFE said the flowers reached 7 inches in diameter, the maximum size blossoms obtained here, growing in poor soil never exceeded 5 inches.

A bold flower of deep rose red color fading to pink, semi-double to single in structure, free blooming in spite of our coldest outdoor temperature. If you insist on having an EMPRESS, order it as our Lot 122.

You'll find a few nurseries offering this variety as LADY CLARE. According to English Camellia catalogues, LADY CLARE is described as not being winter hardy. Without any reflection on the nurserymen of this country selling Camellias as LADY CLARE, we do find the English nurserymen are more careful in offering their Camellias by accurate names, and honest descriptions. We doubt seriously if the true LADY CLARE Camellia has been formally introduced to Camellia growers of this country.

LOT 160

We bought many years ago a DUTCHESS d'GAZE, a Camellia we have never found authority for the name. This variety is now being offered as C. M. HOVEY and MAGNOLIA KING. A few catalogues describe it as a possible sport of WM. S. HASTIE. At least we find it has the same number, size petals, and form of flower as WM. S. HASTIE, blooms at same time, and both character of growth as well as foliage is identical, and we'll let you judge whether it is a mutation or sport.

While the color of petals is the same as WM. S. HASTIE, many of the petals are blotched and spotted with white.

The true C. M. HOVEY is a full double flower without stamens. See color illustration on outside cover of this catalogue and page 15 for monotone illustration, with unimpeachable proof there is a distinction with a difference, between the true C. M. HOVEY and our Lot 160.

Our Lot 160, offered without name, makes a glorious companion plant to be grown with the true WM. S. HASTIE because of the boldness and majestic beauty of the individual flowers.

LOT 187, WM. S. HASTIE

The true WM. S. HASTIE, has 60 to 65 petals, with minute stamens in the center. The deep velvety red flowers reach full five inches in diameter, and blooms as early as mid-December continuing until March.

This variety has been grown at Magnolia Gardens near Charleston for many years, and was known in the florist trade 60 years ago in New Jersey where it was grown under glass.

TODAY, one finds it offered under numerous variety names such as MATHOTIANA RUBRA, PURPLE DAWN, PURPLE EMPEROR, PRINCESS LOUISE, PURPLE PRINCE, COL. FIREY, and UNCLE SAM. In ordering Camellias by any of the above names, one can't be sure of receiving the true WM. S. HASTIE.

At least one nurseryman told us of having sold many plants of WM. S. HASTIE which he knew was not true to name. but as he further remarked, "the buyers don't know the difference". Today, the plants he distributed are usually referred to as the Mississippi HASTIE, which is said to be the same as COL. FIREY.

A Camellia is not just a Camellia today in the minds of a large majority of amateur floriculturists; it should have a specific name. Just leave it to us nurserymen to provide names ad infinitum, adding to the already perplexing confusion of the nomenclature of Camellias.

Perhaps few nurserymen have read or heard: "Prove all things: hold fast that which is good."

Among large flowering red Camellias, WM. S. HASTIE has blossoms of incomparable beauty.

*Flowers are the sweetest things
that God ever made and forgot to
put a soul into.*

—Beecher.

"LONGVIEW" CRICHTON, ALA., U. S. A.



A BIT OF THE ORIENT AT LONGVIEW

Visitors to LONGVIEW seldom find their way to the Oriental garden which was laid out and planted in 1917.

A winding path thru a thicket of pines, leads to a well hidden sanctuary.

Here sets a statute of Buddha, inscrutable God of the East.

A sign over the entrance gate to the inner sanctorum reads:

"Worship this God as though this god was here,
If you worship not, the God won't care."

Dressed in native costumes, are three attractive Chinese visitors.

Thru-out this catalogue will be found occasional gems of Chinese wisdom. "The Chinese proverbs resemble the Diamond, compact, solid, incisive, light bearing and valuable."

Camellias, too, resemble rare floral gems, glinting jewels of regal beauty. Selecting good Camellias from various catalogues is like hunting for diamonds. You pick up so many pebbles before finding a real jewel. When buying Diamonds, you look for a flaw . . . in buying Camellias you look for perfection.

Unless you can visit nurseries while Camellias are in flower, choosing Camellias, like Diamonds, must be bought on faith. Only a few individuals are gifted with expert knowledge to pass accurate judgment on the value of diamonds. Naturally, one turns to a jeweler of known repute, an accredited Gemologist, a specialist in rare stones, and depends on his judgment to protect your investment.

Camellias, like Diamonds, also represent a lifetime investment . . . one with enduring values, if you get **GOOD** varieties. Unless you **KNOW** Camellias,

"Longview" Crichton, Ala., U. S. A.

Text, photos and design of this catalogue by
Robert Owen Rubel, Jr., Camellia Specialist.



Interior of one of the four unheated greenhouses at LONGVIEW where budded pot grown Camellias are kept from December to March.

This slight protection from subfreezing weather insures perfect flower development.

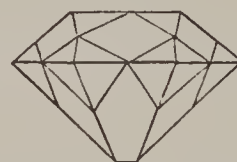
The balance of the year, these plants are grown under lath sheds.

Rare and Fancy Camellias

We'd like to describe and illustrate the hundreds of varieties of Camellias grown and LONGVIEW, to point out the classic simplicity and austere beauty of the many rare and fascinating varieties. Unfortunately, space does not permit publication of even brief descriptions, in a catalogue like this.

Just a few of the newer, rare Camellias grown here, of captivating beauty, are: QUEEN VICTORIA'S BLUSH, DUKE OF WINDSOR, COL. BOWIE, WEEKS HALL, GLORY OF LONGVIEW, BEAUTY OF LONGVIEW, ROSE MARIE CHIN, C. reticulata, ROOSEVELT BLUES, and many unnamed new seedlings.

DIAMONDS



CAMELLIAS

and their capricious habits . . . unless you are familiar with the "**TRICKS**" in the nursery trade, by which many mis-named Camellias are sold innocently and through ignorance, should we remind you of the advantages in buying from a long established recognized Camellia Specialist?

You'll experience genuine satisfaction when your Camellias come from a nursery in which confidence can be placed without hesitancy.

The reputation of LONGVIEW Camellias is the most precious jewel in our collection—and it is not for sale.

Whether you buy one Camellia plant, or several car loads from LONGVIEW, there is one element of the transaction for which you do not pay . . . Your peace of mind in being certain of the good value received. This confidence you place in LONGVIEW Camellias is our greatest asset; and for that confidence you can expect the utmost value for every dollar invested here.

CAMELLIAS FROM LONGVIEW WILL
SATISFY YOU.

Testimonials throughout this catalogue are from unsolicited letters.

Out of deference to our clientele we have refrained from publishing their names.



Camellia Society of America

The Camellia Society of America offers assistance to members, regardless of where they live. The purpose of the Society is to promote the successful growing of Camellias, which is becoming more popular each year.

In addition to the Society's publications, an advisory service on all phases of culture, growing and etc., are offered through the secretary's office.

If interested, write, giving nationality, and furnish commercial references.

Dues \$1.00 per year, payable in advance.

Address:

H. T. Conner, Secretary,
Camellia Society of America,
Macon, Georgia

EXTRA COPIES OF THIS Catalogue No. 79

10c each, post paid—stamps acceptable

"Some folks like books to pass the time.

While other folks prefer a dog;

Some spend their means on slot machines.

But give me a LONGVIEW Catalogue."



For your convenience, this coupon can be cut and pasted on a one-cent postal card or sent in a sealed envelope

Send additional catalogues when published.....

I am interested in outdoor garden varieties.....

I am interested in greenhouse varieties.....

I am interested in new and rare varieties.....

Remarks

Name.....

Mr. Mrs. or Miss. Please Print Name or Write Plainly

Street.....

City and State.....

Address all Inquiries and Orders to

"LONGVIEW" CRICHTON, ALA.

ROBT. O. RUBEL, Jr., Prop.

Camellia Specialist

LOT 22, PURITY

There is something about pure white, double flowering Camellias which brings back memories of "yester-years", when Camellias were the favourite flowers of royalty.

PURITY is one of the many names applied to a large white flowering, imbricated Camellia, fairly well known among collectors who have probably bought plants on the Pacific coast as NEIGE d'OREE, WHITE PERFECTION, or SHIRO-OTOME. We have even known it to be sold as ALBA PLENA, which is a gross mis-representation or counterfeit name.

At least one southern nursery is now offering a variety under dual names of ANNA ZUCCHINI and PURITY. From their description, we are positive the Camellia they sell is distinct and inferior to the PURITY generally known among other nurseries.

According to newspaper reports, another prominent southern nurseryman claims to have raised a very fine seedling white Camellia by crossing ALBA PLENA with NEIGE DOREE. Barnum WAS right. The public likes to be fooled. A cross pollenization of these two varieties would be a 20th century miracle. ALBA PLENA has no sexual organs, and is classed as a "mule of horticulture." A nice piece of publicity for the gullible public, which even deceived a governor and his wife.

After searching European catalogues, Camellia monographs and old horticultural books, proof of the correctness of any of the above names is lacking.

The flowers of PURITY reach 3½ inches in diameter, petals imbricated, diminishing in size toward the center, with minute golden anthered stamens, showing only when the blossom is fully opened. While generally described as medium to late flowering, our stock has bloomed as early as November.

There is elegance in perfection of form in this snowy-white Camellia, which blooms profusely whether grown in gardens of mild wintered climates, or under greenhouse culture in the North.

"LONGVIEW" LOT 88

From the Botanical Cabinet, printed in London, April, 1819, let us quote:

"We consider this beautiful variety of the Camellia to be the most valuable acquisition to the greenhouse. It is a free grower, and somewhat more slender in its shoots than most of the other kinds. . . . The spring is the principal season of its blooming, although, like the others, it frequently begins in autumn, when it was in great perfection. . . . It was imported about the year 1810 from China, by Captain Welbank."

This same Camellia illustrated in the Transactions of the Horticultural Society of London, Vol. VII, 1830, and described as VARIABILIS or the various-flowered Camellia, as follows: "This kind is remarkable for producing no less than four different coloured flowers upon the same plant; . . . namely the red, white, and Blush varieties of the Peony-flowered, and the Pomponé."

Here at LONGVIEW, we have been growing this Camellia since 1932, and find it blooms freely from November to March, producing an abundance of enchanting flowers of gleaming beauty. It is a heritage from China, the store house of innumerable flowering plants, and the home of Camellias.

While called the various-flowered Camellia, 121 years ago, there are numerous varieties of distinctly different Camellias now sold as **VARIOUS-FLOWERED** and **VARIABILIS**.

The parent plant from which we propagated our stock, has been growing on an old southern plantation for slightly more than 100 years. Historically, there can be no doubt concerning the identity of this aristocratic immigrant from China.

The 3¾ to 4 inch diameter peony formed flowers, in all the different colors and color combinations, represents one of the finest Camellias for either garden or conservatory culture. The brilliancy in the pink flowers and the daintiness of the blush varieties, of these blossoms, delights the most rabid Camellia connoisseur.

When you have bought this Camellia, you have the satisfaction of knowing there are many thrills in store for you, each season when the plant comes into flower, long after you have forgotten what you paid for it. In years to come, we feel sure you would not part with this fine Camellia at a price, many times its original cost.



CAMELLIAS

Floral Gems from China

PRICE LIST No. 79

SPRING 1941

THIS IS AN HONEST PRICE LIST

Here is a Camellia list that will help you save time and money in selecting a worth while collection of finer varieties, without experiencing the many disappointments of an amateur collector.

No other Camellia list is just like this.

While most catalogues offer Camellias by doubtful names, giving a very brief description of the flowers, or their color, the height of plants available in the nursery and price each; . . . this list leaves nothing to your imagination.

This price-list gives exact information as to age, size pot each variety is grown in, the height of plants available, their character, and most important to you, we tell whether these plants have flower buds. For after all, one buys Camellias for their breath-taking awe-inspiring flowers which bring untold joys and new thrills to your life with their radiant floral beauty.

Full, accurate descriptions with many illustrations of the Camellia flowers will be found in our 28-page 1940-41 catalogue No. 79.

HINTS ON BUYING CAMELLIAS

Wherever you buy Camellias, choose the individual varieties wisely . . . for they represent a choice you make for a lifetime . . . an investment to be universally admired, and one you will always treasure.

There are countless good, bad and indifferent varieties, with flowers of various colors, forms, sizes and blooming periods.

It is equally important to remember, too, a Camellia plant does not produce fully developed flowers in quantity until they are five to eight years old. For this reason, young or small plants, while cheaper in cost, represent investments paying deferred dividends . . . they are a liability requiring much care and attention until they are old enough to bear a bountiful crop of exotic flowers.

Whether you plant Camellias in your garden or grow them in a conservatory, pot grown plants are the natural choice of all experienced Camellia buyers.

With pot grown Camellias you get the earth and all the roots undisturbed. All old time

Camellia authorities caution against the slightest injury or pruning of Camellia roots.

In digging field or bed grown Camellias at nurseries for shipment, it is almost impossible to lift the plants and burlap the ball of soil without chopping off the most active feeding roots, which often requires several years for the plants to reestablish themselves.

Pot grown Camellias can be shipped safely or transplanted any month of the year, regardless of weather conditions.

The express charges for delivery of pot grown Camellias is usually about one fourth the cost for field grown plants of the same age, since the field grown plants weigh four to six times as much as pot grown Camellias.

LONGVIEW has pioneered in selling pot grown Camellias.

You, too, will find it to your advantage in buying pot grown, rare and fancy Camellias from a specialist who has devoted more than two decades collecting and growing the finest varieties of these breathtaking Floral Gems from China.

For full descriptions and many illustrations of the Camellias offered in this list, see our 28 page catalogue No. 79, price 10c, postpaid.

Make remittance payable to

A BIT OF CHINESE PHILOSOPHY

"For the mouth to desire sweet tastes, the eye to desire beautiful colors, (including Camellias), the ear to desire pleasant sounds, the nose to desire fragrant odors, and the four limbs to desire rest and ease—these things are natural."—Mencius, 371 B. C.

"LONGVIEW" CRICHTON, ALA., U. S. A.

ROBT. O. RUBEL, Jr., Prop.

Camellia Specialist

CAMELLIAS Floral Gems from China

PRICE LIST No. 79 SPRING 1941

All quotations are for prompt acceptance, subject to stock being unsold.

PAGE 3

LOT 6, ALBA PLENA

18-24" high, 5" pot, 4 yrs. old, branched, no buds.....	\$ 4.00
24-30" high, 6" pot, 5 yrs. old, well branched, no buds.....	6.00
24-30" high, 7" pot, 6 yrs. old, well branched, no buds.....	7.00
30-36" high, 8" pot, 7 yrs. old, well branched, no buds.....	8.00

PAGE 5

LOT 41, CANDIDESSIMA

20-24" high, 6" pot, 5 yrs. old, branched, few buds.....	\$ 4.00
24-30" high, 7" pot, 6 yrs. old, well branched, budded.....	5.00
30-36" high, 8" pot, 7 yrs. old, well branched, budded.....	8.00

LOT 72, NOBBLISSIMA

30-36" high, 9" pot, 8 yrs. old, branched, no buds.....	\$ 5.00
36-42" high, 9" pot, 8 yrs. old, branched, no buds.....	6.00
42-48" high, 9" pot, 8 yrs. old, branched, few buds.....	7.00

PAGE 6

LOT 79, NAME UNKNOWN

30-36" high, 8" pot, 7 yrs. old, well branched, budded.....	\$ 6.00
36-42" high, 8 & 9" pots, 7 yrs. old, well branched, budded....	7.00

PAGE 7

LOT 28, PINK PERFECTION

12-15" high, 4" pot, 3 yrs. old, slightly branched, no buds.....	\$ 1.50
18-24" high, 4" pot, 3 yrs. old, slightly branched, no buds.....	2.50
24-30" high, 5" pot, 4 yrs. old, branched, few buds.....	4.00
18-24" high, 6" pot, 5 yrs. old, branched, few buds.....	5.00
24-inches high, 7" pot, well branched, few buds.....	6.00

PAGE 8

LOT 23, NAME UNKNOWN

24-30" high, 8" pot, 7 yrs. old, well branched, budded.....	\$ 5.00
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PAGE 9

LOT 1, SARAH FROST (genuine)

18-24" high, 6" pot, 5 yrs. old, branched, few buds.....	\$ 2.50
24-30" high, 7" pot, 6 yrs. old, branched, budded.....	3.50
30-36" high, 8" pot, 7 yrs. old, well branched, budded.....	6.00
30-36" high, 9" pot, 8 yrs. old, well branched, budded.....	7.00

Lot 16, ANEMINEOFLORA RUBRA

24-30" high, 7" pot, 6 yrs. old, branched, no buds.....	\$ 3.50
30-36" high, 7" pot, 6 yrs. old, branched, no buds.....	4.00
36-42" high, 9" pot, 9 yrs. old, branched, few buds.....	8.00

PAGE 10

LOT 95, NAME UNKNOWN

20-24" high, 8" pot, 9 yrs. old, specimens, few buds.....	\$ 4.00
24-30" high, 8" pot, 9 yrs. old, heavily branched, few buds....	4.50

Orders for matched pairs of above plants subject to 10% discount

PAGE 11

Blood Of China, Camellia (very rare)

10-15" high, 3" pot, 3 yrs. old, single stem, no buds.....	\$ 5.00
18-24" high, 4" pot, 3 yrs. old, slightly branched, no buds....	10.00
24-30" high, 5" pot, 4 yrs. old, slightly branched, no buds....	15.00

Prices on above BLOOD OF CHINA Camellias, include transportation charges, prepaid to any address in the United States or territories. We have a few heavy, branched specimens, in 8 and 9 year old plants, with a few flower buds. Priced on application. Send for special four page illustrated folder fully describing this remarkable Camellia having flowers of vibrant beauty.

"The Journey of a thousand miles, begins with one pace." Said the Ancient Chinese philosopher Lao-Tze.

To enjoy a wealth of pleasure, adding sparkling beauty to your winter garden or conservatory the first step is to order LONGVIEW Camellias.

Gladwyne, Penn. April 5-1937

I prefer your Camellias because they are so well grown, and in pots. Mrs. J. N. H.

(Copyright 1941 by Robert O. Rubel, Jr.

All rights reserved for reproduction)

Newton, N. C. May 18-1940

After seeing how my order for Camellias packed by you, one does appreciate your care with these plants. They do not know they have been moved, because of their being pot grown.

W. J. S.

PAGE 12

LOT 54, MARQUISE D'EXETER

15-18" high, 4" pot, 3 yrs. old, single stem, no buds.....	\$ 1.50
18-24" high, 4" pot, 3 yrs. old, slightly branched, no buds.....	3.00
24-30" high, 4" pot, 3 yrs. old, slightly branched, no buds.....	3.50

PAGE 13

LOT 25, MATHOTIANA ALBA

15-18" high, 5" pot, 4 yrs. old, single stem, no buds.....	\$ 1.50
18-24" high, 5" pot, 4 yrs. old, single stem, no buds.....	3.00
24-30" high, 5" pot, 4 yrs. old, slightly branched, no buds.....	3.50
30-36" high, 5 pot, 4 yrs. old, slightly branched, no buds....	4.00

PAGE 14

LOT 117, WILLIAM PENN

36-42" high, 10" pot, 8 yrs. old, well branched, no buds.....	\$15.00
42-48" high, 10" pot, 8 yrs. old, well branched, no buds.....	20.00

PAGE 15

LOT 66, C. M. HOVEY (genuine)

15-18" high, 5" pot, 4 yrs. old, single stem, no buds.....	\$ 3.50
18-24" high, 5" pot, 4 yrs. old, slightly branched, no buds....	5.00
20-24" high, 7" pot, 6 yrs. old, branched, no buds.....	6.00
24-30" high, 8" pot, 7 yrs. old, branched, few buds.....	10.00
30-36" high, 8" pot, 7 yrs. old, branched, few buds.....	12.50
30-36" high, 9" pot, 8 yrs. old, well branched, buds.....	15.00
36-42" high, 10" pot, 9 yrs. old, well branched, buds.....	20.00

PAGE 17

MILDRED SEYDELL, Camellia

20-24" high, 8" pot, 7 yrs. old, well branched, budded.....	\$10.00
24-30" high, 8" pot, 7 yrs. old, well branched, budded.....	12.50
30-36" high, 8 & 9" pots, 8 yrs. old, well branched, budded	15.00

PAGE 18

LADY HUME BLUSH (genuine)

Our stock is limited to a few 24-36" plants and one seven foot specimen growing in wood box. Priced on application.

PAGE 19

LOT 116, NAME UNKNOWN

15-18" high, 5" pot, 4 yr. old, slightly branched, no buds.....	\$ 2.00
18-24" high, 5" pot, 4 yr. old, slightly branched, no buds.....	3.00
24-30" high, 5" pot, 4 yr. old, slightly branched, no buds.....	3.50
30-36" high, 10" pot, 9 yr. old, well branched, budded.....	15.00

PAGE 21

LOT 15, Prof. Chas. S. Sargent

15-18" high, 4" pot, 3 yr. old, single stem, no buds.....	\$ 1.50
18-24" high, 4" pot, 3 yr. old, single stem, no buds.....	2.00
24-30" high, 5" pot, 4 yr. old, slightly branched, no buds.....	3.00
20-24" high, 9" pot, 7 yr. old, well branched, no buds.....	5.00
24-30" high, 9" pot, 7 yr. old, well branched, no buds.....	6.00
30-36" high, 9" pot, 7 yr. old, well branched, no buds.....	7.00
36-42" high, 10" pot, 9 yr. old, well branched, no buds.....	8.00

LOT 29, NAME UNKNOWN

24-30" high, 7" pot, 6 yr. old, branched, few buds.....	\$ 3.00
30-36" high, 8 & 9" pots, 8 yr. old, branched and budded.....	4.00
36-42" high, 9" pot, 8 yr. old, branched and budded.....	6.00
42-48" high, 9" pot, 9 yr. old, branched and budded.....	7.00

"If you don't stop at one, then don't stop at two." Old Chinese Proverb.
Buy a collection of LONGVIEW Camellias and enjoy new thrills in winter-flowering loveliness.

New Orleans, La. Jan. 11-1939

I regret other nurseries do not reach your standard of correct horticultural names for their Camellias, and your standard of ethics in correctly informing the public when there is doubt or confusion concerning the proper names of Camellias they offer for sale.

W. L. O.

'LONGVIEW' CRICHTON, ALA., U. S. A.

ROBT. O. RUBEL, Jr., Prop.

Camellia Specialist

PAGE 23

LOT 4, FIMBRIATA ALBA

30-36" high, 8" pot, 7 yr. old, well branched, no buds.....\$15.00
36-42" high, 10" pot, 9 yr. old, well branched, no buds..... 20.00
42-48" high, 12" pot, 11 yr. old, well branched, no buds..... 25.00

LOT 10, CHEERFUL

42-48" high, 9" pot, 8 yr. old, well branched, budded.....\$12.00
48-54" high, 9" pot, 9 yr. old, well branched, budded..... 15.00

LOT 11, AUSTIL PINK

42-48" high, 9" pot, 8 yr. old, thin branched, no buds.....\$ 2.50

LOT 13, NAME UNKNOWN

36-42" high, 10" pot, 9 yr. old, branched and budded.....\$10.00
42-48" high, 12" pot, 10 yr. old, branched and budded..... 15.00

LOT 18, JARVIS RED

24-30" high, 9" pot, 8 yr. old, branched, no buds.....\$ 3.00

LOT 19, NAME UNKNOWN

24-30" high, 9" pot, 8 yr. old, well branched, no buds.....\$ 3.50
30-36" high, 9" pot, 8 yr. old, well branched, no buds..... 4.00

LOT 24, NAME UNKNOWN

48-60" high, 13" metal tubs, 12 yrs., well branched, no buds \$ 8.00

LOT 27, IL TRAMONTO

15-18" high, 4" pot, 3 yrs. old, single stem, no buds.....\$ 5.00
18-24" high, 4" pot, 3 yrs. old, slightly branched, no buds..... 7.00

LOT 36, NAME UNKNOWN

30-36" high, 9" pot, 8 yrs. old, well branched, budded.....\$ 5.00
36-42" high, 9" pot, 8 yrs. old, well branched, budded..... 6.00
42-48" high, 9" pot, 8 yr. old, well branched, budded..... 7.00

LOT 40, NAME UNKNOWN

36-42" high, 9" pot, 8 yrs. old, well branched, budded.....\$15.00
42-48" high, 10" pot, 8 yrs. old, well branched, budded..... 20.00

Lot 41, Candidissima (Shy blooming)

42-48" high, 9" pot, 10 yrs. old, well branched, no buds.....\$ 2.50

LOT 42, NAME UNKNOWN

42-48" high, 9" pot, 7 yrs. old, well branched, no buds.....\$ 4.00
48-52" high, 9" pot, 7 yrs. old, well branched, no buds..... 4.50

LOT 44, PINK IMPERFECTION

Not Pink Perfection

42-48" high, 9" pot, 9 yrs. old, well branched, no buds.....\$ 3.00
48-54" high, 9" pot, 9 yrs. old, well branched, no buds..... 3.50

LOT 50, SNOW ON MOUNTAIN

18-24" high, 8" pot, 7 yrs. old, branched, no buds.....\$ 2.50
24-30" high, 8" pot, 7 yrs. old, branched, no buds..... 3.00
24-30" high, 9" pot, 8 yrs. old, branched, no buds..... 4.00

PAGE 24

LOT 51, NAME UNKNOWN

18-24" high, 8" pot, 7 yrs. old, branched, no buds.....\$ 2.50

LOT 55, HARLEQUIN (genuine)

30-36" high, 9" pot, 10 yrs. old, well branched, budded.....\$15.00
36-42" high, 9" pot, 10 yrs. old, well branched, budded..... 20.00
42-48" high, 9" pot, 10 yrs. old, well branched, budded..... 25.00

LOT 58, NAME UNKNOWN

18-24" high, 8" pot, 7 yrs. old, branched, no buds..... 2.00
30-36" high, 9" pot, 7 yrs. old, branched, no buds..... 3.00

Lot 61, TRICOLOR de SIEBOLDII

12-16" high, 4" pot, 3 yrs. old, single stem, no buds.....\$ 1.00
18-24" high, 6" pot, 6 yrs. old, branched, no buds..... 4.00

LOT 67, NAME UNKNOWN

36-42" high, 9" pot, 9 yrs. old, branched, no buds.....\$ 3.00
42-48" high, 9" pot, 10 yrs. old, branched, no buds..... 3.50
48-60" high, 9" pot, 12 yrs. old, branched, no buds..... 4.00

LOT 75, NAME UNKNOWN

36-42" high, 9" pot, 8 yrs. old, branched, no buds.....\$ 5.00
42-48" high, 9" pot, 8 yrs. old, branched, no buds..... 6.00

LOT 78, WARATAH

18-24" high, 8" pot, 7 yrs. old, branched, no buds.....\$ 3.50

LOT 87, SOPHIA (genuine)

18-24" high, 6" pot, 6 yrs. old, branched, no buds.....\$ 4.00

LOT 90, MRS. LEURMAN

36-42" high, 9" pot, 8 yrs. old, well branched, budded.....\$ 6.00
36-42" high, 10" pot, 8 yrs. old, specimen, budded..... 8.00

LOT 100, GOV. MOUTON

24-30" high, 8" pot, 6 yrs. old, well branched, no buds.....\$ 6.00

LOT 115, NAME UNKNOWN

42-48" high, 9" pot, 9 yrs. old, branched, no buds.....\$ 5.00
48-60" high, 9" pot, 9 yrs. old, branched, no buds..... 6.00

LOT 121, ELENA NOBILE

30-36" high, 9" pot, 8 yrs. old, well branched, no buds.....\$ 4.00

LOT 122, EMPRESS

36-42" high, 9" pot, 8 yrs. old, well branched, budded.....\$ 8.00

LOT 160, NAME UNKNOWN

16-18" high, 4" pot, 3 yrs. old, single stem, no buds.....\$ 4.00
18-24" high, 4" pot, 3 yrs. old, slightly branched, no buds..... 6.00

LOT 187, WM. S. HASTIE (genuine)

16-18" high, 4" pot, 3 yrs. old, single stem, no buds.....\$ 4.00
18-24" high, 5" pot, 4 yrs. old, slightly branched, no buds.... 6.00
24-30" high, 5" pot, 4 yrs. old, slightly branched, no buds.... 8.00

PAGE 26

LOT 22, PURITY

15-18" high, 5" pot, 4 yrs. old, single stem, no buds.....\$ 2.00
18-24" high, 5" pot, 4 yrs. old, single stem, no buds..... 3.00
18-24" high, 6" pot, 5 yrs. old, slightly branched, no buds..... 3.50
36-42" high, 9" pot, 10 yrs. old, branched, budded..... 15.00

LOT 88, NAME UNKNOWN

36-42" high, 9" pot, 8 yrs. old, branched, few buds.....\$12.50
42-48" high, 9" pot, 8 yrs. old, branched, few buds..... 15.00

Fairfield, Conn. March 7-1939
Diogenes can now hang up his lantern—
the search for an honest Camellia grower
is over. A law should be passed to prevent
the publication of as enticing a catalogue
as you turn out.
W. L. D.

For full descriptions and many illustrations of the Camellias offered in this
list, see our 28 page catalogue No. 79, price 10c, postpaid.

Riverside, Conn. Nov. 5-1939
Camellias arrived and I am thrilled at
their wonderful appearance.
F. T. B.

Germantown, Phila. Feb. 17-1939
Camellia plants arrived via express this
morning. In spite of it being the coldest
day of the winter they were packed to
withstand the weather.
G. C. K. Jr.

INVESTMENTS IN EMOTIONAL SATISFACTION

For generous dividends in aesthetic satisfaction, fine Camellias represent an AAA-1 investment.

The money you might invest in a \$1,000.00 bond will not begin to pay profitable monetary returns, comparable with the satisfaction \$100.00 to \$500.00 investment produces in "LONGVIEW" winter-flowering Camellias.

Year after year, increased dividends in the form of greater quantities of rare, exotic blooms from each Camellia plant, brings you and your friends a more abundant life, awaking emotional ecstasies, new joys, and countless thrills.

Until you have actually grown "LONGVIEW" prize-winning Camellias, and seen the flowers reveal their faultless beauty, no one can tell you of the deep and intriguing allure of owning a collection of these Floral Gems from China.

Fortunately, you can start your Camellia collection, buying one or more pot grown, budded plants at a trivial cost, and enjoy their floral beauty the first winter season of ownership.

Only pot grown Camellias can be shipped safely and brought to perfection of bloom without waiting several years for them to become re-established after digging, as compared with field grown plants of this species.

Always remember, the few dollars invested in good Camellias represents a permanent investment. For Camellias are known to live 150 years in the United States, increasing in size, flower production and intrinsic value with each year's growth.

While the initial cost of good varieties of these plants may seem expensive, there is no investment one can make, so sure of emotional satisfaction for the balance of your life.

For proof of the high esteem in which Camellias are held, try to persuade any owner of a good variety, to sell just one of his choice plants.

You, too, will find the few dollars invested in "LONGVIEW" pot grown Camellias, will add greater enjoyment and countless thrills to your life.

"A good way to torture yourself is to figure how much fun you could have had with the money you've lost in "INVESTMENT"

Magnolia Hall, Bermuda, Dec. 28-1935

At last the Camellias arrived!

On unpacking, we found them in perfect condition, thanks to the splendid way in which you had them packed. They are lovely plants, and I am very much pleased with them. One of the plants had bloomed in the crate and one will shortly bloom.

Mrs. L. W. H.

Hilo, Hawaii.

Your Camellias have come in excellent condition. I wish to thank you for the way in which they were packed. I receive many plants shipped from all over the world in the course of a year but never received a package that reached me in any better condition than your Camellias.

A year later, this party wrote:

"All the Camellias you sent have grown well and I expect more will flower this year."

Vancouver, Canada, April 4-1940

This is to acknowledge with thanks, the safe arrival of as fine a shipment of Camellia plants as I have yet imported. My customer is pleased and I can say the same for my specimens.

H. C. H. B.

Westway Farm, Chobham, England.

5th June, 1936

The Camellias arrived in perfect condition—not even a single leaf damaged. These have come so well, that I would like to order others.

Mrs. W. W.

Hilo, Hawaii.

The named varieties of Camellias came thru in fine shape.

L. W. B.

Sea View, Somerset, Bermuda. Dec. 8-1936

The case of Camellias arrived Monday—five days on the way. The plants are all in fine condition and I am delighted with them.

Belleville, Ont., Canada. Dec. 3-1937

The Camellias arrived O. K. and the way they were shipped and packed for delivery was certainly a revelation. I am certainly proud of the plants.

H. V.

"Loveliest Camellias known,
Are LONGVIEW pot grown."



At the time this catalogue was written, we have orders for Camellias to be shipped to Tiberias, Palestine, Australia, Haiti, Peru and Hawaii.

You'll even find LONGVIEW Camellias in Alaska.

CUT HERE

CUT HERE

CUT HERE

Order Sheet

Make remittance payable to

"LONGVIEW" CRICHTON, ALA.

Camellia Specialist

ROBT. O. RUBEL, Jr., Prop.

Ship to ☐ MR. ☐ MRS. ☐ MISS ☐ Date..... 194.....

Write Plainly or Print

Street, R. F. D. or Box No.

City..... State.....

Shipping Address..... Ship on or about.....

Ship by: () Parcel Post () Freight () Express via..... R. R.

Name of party signing order..... AMT. ENCL. \$.....

In Whose Care the Plants May be Shipped Mr., Mrs. or Miss

SUBSTITUTION: We never substitute varieties in filling orders without customer's permission. Often we are able to ship plants with more flower buds, character and larger size, without extra cost, if you grant permission. May we substitute?

YES OR NO.....

Quantity Wanted	Lot No.	Size Pot	Age	Height	NAME OR COLOR	Price Each	Total
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CUT HERE CUT HERE CUT HERE

PRICE LIST No. 79

FALL 1940

SPRING 1941

READ THIS BEFORE ORDERING

All offers, prices, deliveries, etc., etc., subject to wars, fires, floods, hail, sub-freezing weather, laws, trade agreements, price regulations, strikes, pestilences, sit-downs, lock-outs, wage-hour agreements, Democratic Administrations, Robinson-Patman Acts, Fair Trade Acts, Stipulations, State sales tax, quarantines, New Deal or Raw Deal regulations, and any other so called "Act of God."

TERMS

Being human, we prefer check with order. Shipments will be made on receipt of 25% deposit, and balance to be paid C.O.D.

REMITTANCE CAN BE MADE ANY WAY SUITING YOUR CONVENIENCE

Credit accounts not solicited, but arrangements can be made for buying on open account for orders of \$100.00 or more, after satisfactory references are supplied.

All prices are net, F.O.B. Mobile, Ala. No charge for light weight, scientific packing which assures safe delivery at minimum transportation cost to any part of the United States.

No substitutions of varieties without your written permission.

Previous quotations withdrawn, and present offerings are subject to prior sale. Please do not order from our older catalogues.

GUARANTEE

Look for the loop hole in any offer of a guarantee.

The policy of LONGVIEW toward all customers is to fulfill the GOLDEN RULE.

With apologies to the wisdom of a Chinese Proverb, we are cognizant of the truth as expressed:

"CUSTOMERS ARE THE PRECIOUS THINGS; Camellias are only plants."

Need more be said, other than we guarantee all LONGVIEW Camellias true to name or description, age and grade ordered.

To protect you from fraud, and proof of our guarantee of satisfaction, every good variety of LONGVIEW Camellia has an embossed copper label attached with a seven strand MONEL metal flexible wire cable, indicating the variety number, a means for identification for generations to come.

No other nursery in this country has dared to use permanent labels on the Camellias they sell.

CAMELLIAS FROM LONGVIEW WILL SATISFY YOU

Make remittance payable to

MEMBER



MOBILE, ALA.
Since 1919



Long distance
phone and telegraph
MOBILE, ALA.
Belmont 2001-R

Robt. O. Rubel, Jr.,
America's Leading Camellia Specialist

*Reference: Merchants National Bank, Mobile, Ala. And satisfied
customers from Europe to China.*

Glencoe, Ill., Feb. 17, 1939.

I want you to know how much enjoyment and pleasure we are having from your Camellias.

D. M., Jr.

Lakeside, Ore., Feb. 8, 1940.

The Camellia arrived in good condition and it is in full bloom. I am very pleased with it.

A. K.

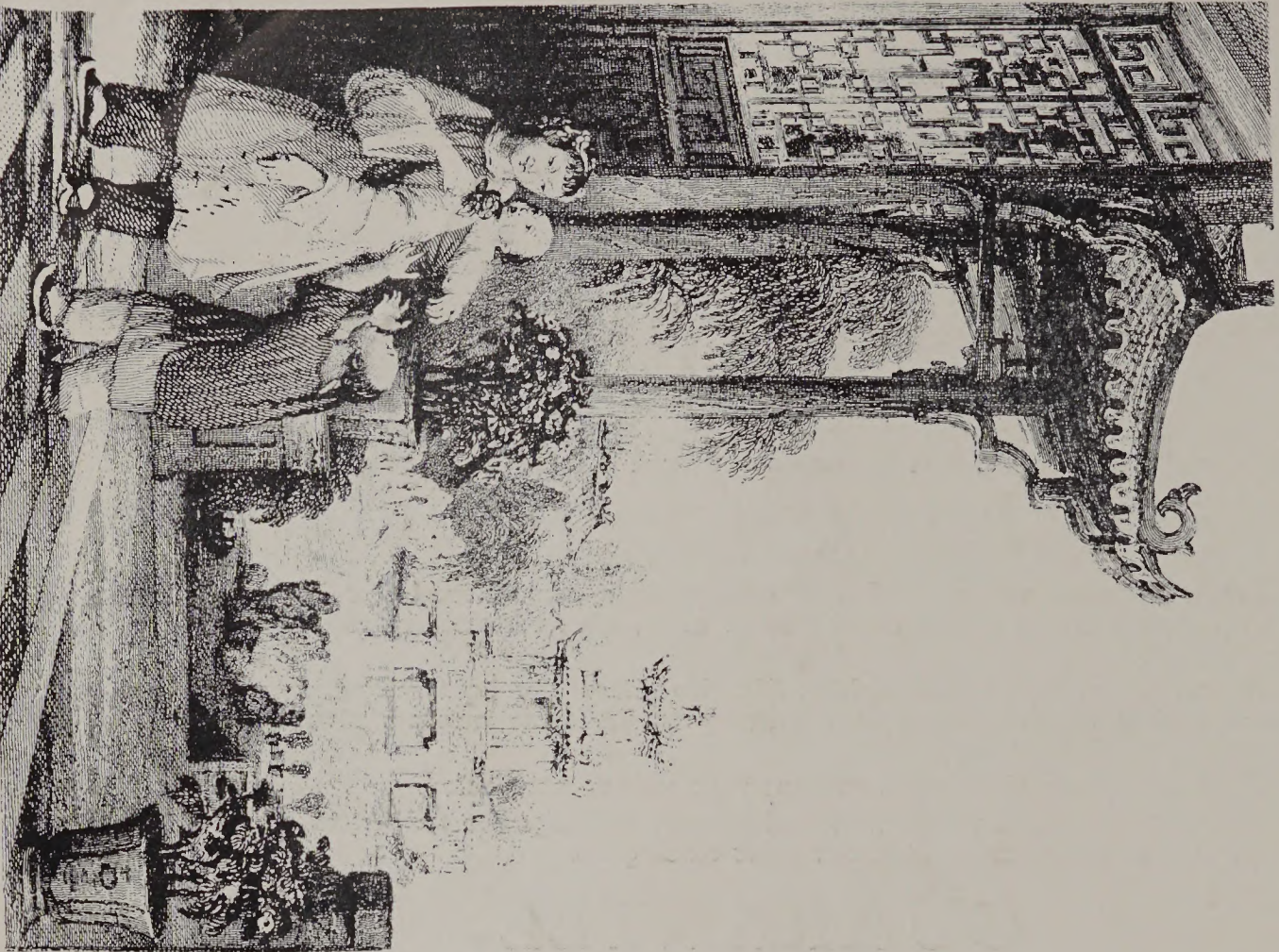
Columbus, Ga., March 25, 1937.

The Camellias arrived and are beautiful. They are by far the finest looking we have ever bought.

A. L. G.

FLORAL GEMS FROM CHINA

Sec. 562 P. L. & R.



RETURN AFTER FIVE DAYS, POSTAGE GUARANTEED
P. O. BOX 702
MOBILE, ALA., U. S. A.